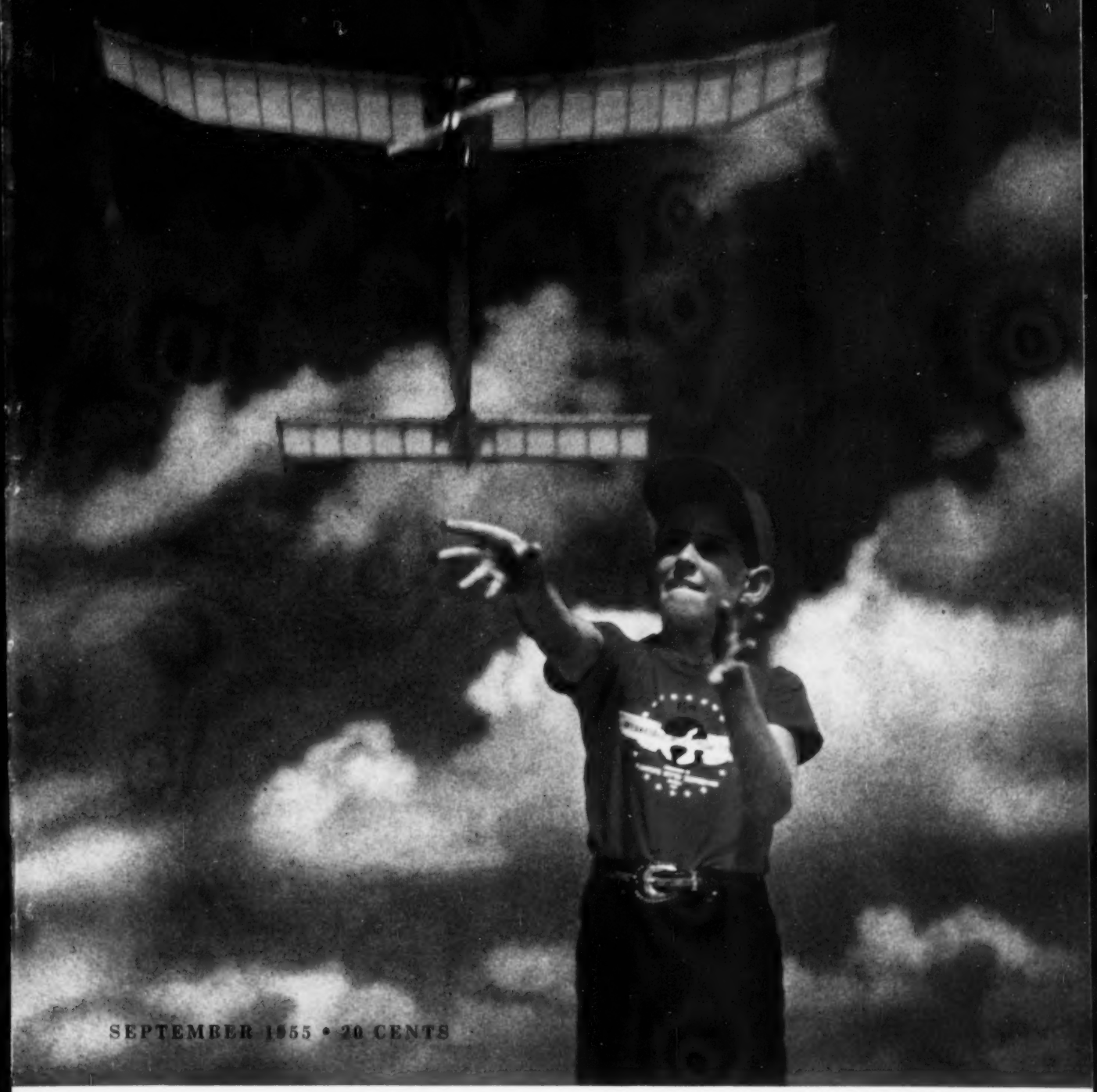
Town Journal

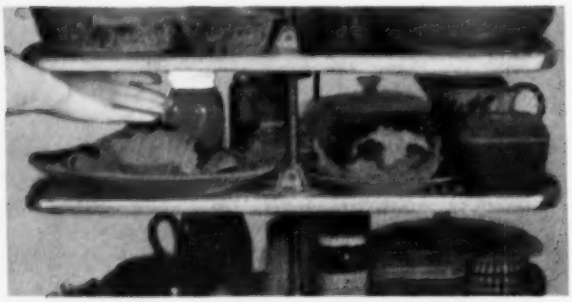
THE FAMILY MAGAZINE OF HOME-TOWN AMERICA



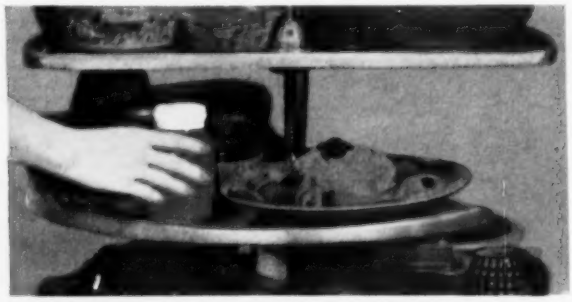
SEPTEMBER 1955 • 20 CENTS

Full of Features for the Whole Family

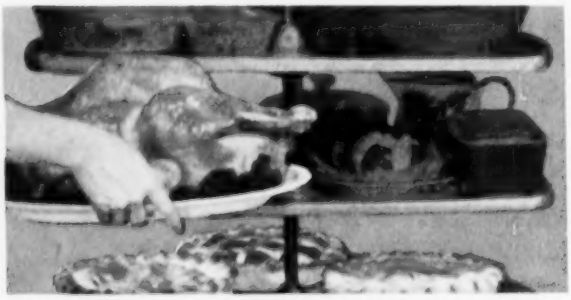
New G-E Revolving Shelves put all foods at your fingertips!



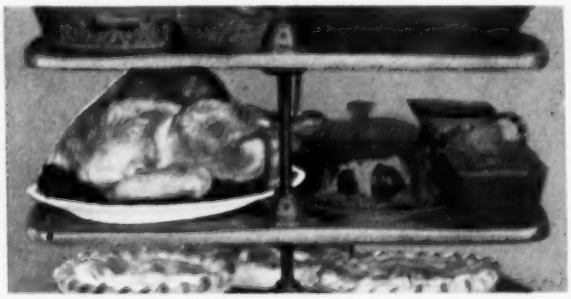
Shelf turns just like a "Lazy Susan." With G-E Revolving Shelves, there are no hard-to-reach corners. A simple turn of the wrist puts all food in full view. For instance, when you want a jar from the rear, you don't have to reach like this. Instead . . .



Simply turn the shelf, and the jar rides to the front, right at your fingertips. You *see* what you want at first glance. You *pick* what you want without overturning other foods. G-E Revolving Shelves turn smoothly and silently, on nylon bearings.



Revolving Shelves are adjustable—up or down! These wonderful, new shelves eliminate the problem of squeezing large items into small space. For instance, when storing a large turkey in your refrigerator, you don't have to remove foods and rearrange shelves. Instead . . .



Just press a button, revolve shelf, and presto! the turkey fits. The space between the shelves can be increased or decreased, as you wish. G-E Revolving Shelves can be raised for larger items; lowered for small, flat ones *without removing any of the foods.*

These sturdy shelves give you 15 per cent more shelf room!

LARGER SHELF AREA

In the comparison at right, the *red* area shows the extra room gained with Revolving Shelves; the *blue* area shows the space lost. It all adds up to 15 per cent more shelf area than with old-style shelves in previous corresponding G-E Refrigerators.

Furthermore, the new G-E Refrigerator-Freezer with Revolving Shelves is TWO complete appliances in ONE! A separate, roomy freezer at top! A separate, automatic-defrosting refrigerator at bottom, with ever so many wonderful convenience features.

Now in G-E Mix-or-Match colors! Available in canary yellow, turquoise green, petal pink, cadet blue, woodtone brown, and white.

Model No. LH-12M, at left. See your G-E dealer for prices and easy terms. Look him up in the classified telephone directory. General Electric Company, Appliance Park, Louisville 1, Ky.

So dependable! More than 3,500,000 G-E Refrigerators in use 10 years or longer!

GENERAL ELECTRIC

One Lady's Afternoon Stroll

This young lady, Josephine Berosini, is giving an excellent demonstration of how to walk above the crowd. She does it every afternoon and again at night. A star of the Ringling Brothers-Barnum & Bailey circus, she chooses a route that leads up a steeply pitched cable to the top of the tent—and with no net beneath. Later, when she has finished her act on another taut line, she walks down the first one as coolly as most of us loaf down Main Street. The cables on which she performs are sturdy wire ropes, all made of steel. So are the guy lines that brace the equipment at various points. The steel rope supporting her in the picture is wound with a layer of tape to provide additional traction.

This is but one of the many uses for Bethlehem wire rope in The Greatest Show on Earth. Wire rope holds in place the tremendous center poles, key to the rigging of the tent. And of course it is essential in the actual raising of the Big Top—a fascinating job to watch. Moreover, it is used in trapeze apparatus, and in tight- and slack-wire acts.

You'll find lots of Bethlehem wire rope in the circus, just as you'll find it in mining, construction, petroleum, logging, manufacturing, and other industries. Bethlehem's tough steel rope is a product so widely used that one distributor alone has sold enough of it to girdle the globe several times.

BETHLEHEM STEEL

BETHLEHEM STEEL

Take a tip from a rusty bolt!

Don't let harmful engine deposits LOCK UP your car's horsepower!

Just as rust binds a bolt, so deposits shackle your engine—stealing pep—wasting gasoline—causing excessive wear.

Pennzoil with Z-7 keeps engines free from all harmful contaminants. Allows the *Tough-Film*® to lubricate completely—*unlocking* horsepower for instant response and for better gasoline economy.

Next time, change to long-lasting Pennzoil with Z-7. You'll *feel* the difference behind the wheel!

Sound your Z for the

LONG QUART

NOW with Z-7 the POWER INGREDIENT

Switch now at this sign . . .

BETTER DEALERS IN EVERY STATE FEATURE PENNZOIL® PRODUCTS

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Town Journal (FORMERLY PATHFINDER)

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MEMBER MAGAZINE PUBLISHERS ASSOCIATION

CIRCULATION NEARLY 2,000,000

SEPTEMBER, 1955

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ON OUR COVER: This young Lindbergh, typical of boys all over the country, is launching a "free flight" model that zooms skyward for 15 seconds, then floats lazily on the air currents for five minutes or more. We think that this photograph by Cy LaTour tells the whole story of why so many youngsters yearn to fly.

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"In two years of using Tubeless Super-Cushions we have yet to blow out a tire on the track"

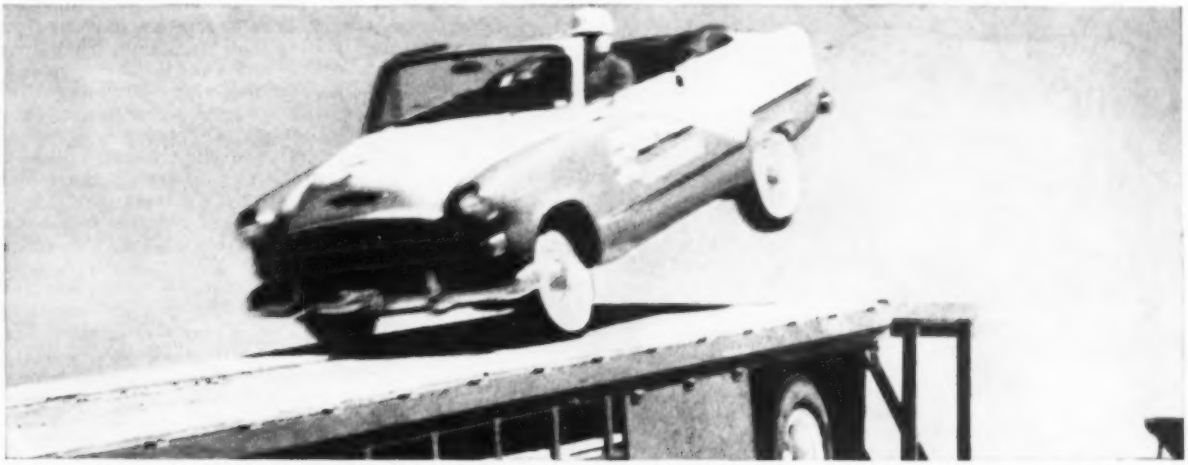
says Death Dodger Boss-Driver, Bill V. Reed

"**This is unheard of** in our kind of business. In the past, we would average two blowouts a week, so you can see our tire problems have been solved by the use of Goodyear Tubeless Super-Cushions.

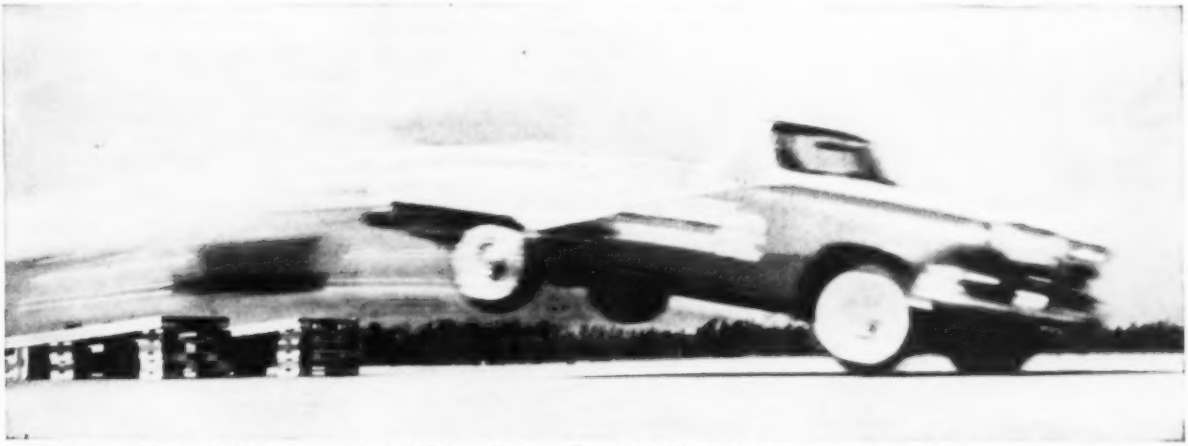
"Our lives depend on the equipment which we use, and our Jimmie Lynch Death Dodgers feel that the Goodyear Tubeless DeLuxe Super-Cushion is the safest and best tire for our work."

The new Tubeless Super-Cushions will fit your present wheels, and your Goodyear dealer will buy all the unused mileage in your present tires. Goodyear, Akron 16, Ohio.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!



Ramp leap with nails in tires proves Tubeless DeLuxe Super-Cushions give greater protection against puncture flats!



Jumps with slashed tires prove that Tubeless DeLuxe Super-Cushions give you greater protection against blowouts!

TUBELESS DELUXE SUPER-CUSHION

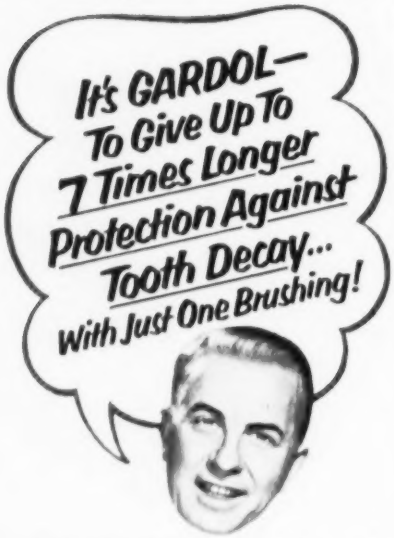
GOODYEAR TIRES

by GOODYEAR

Look for this sign; there's a Goodyear dealer near you.

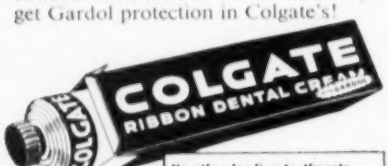
Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

What's New in Colgate Dental Cream that's MISSING-MISSING-MISSING in every other leading toothpaste?



Any toothpaste can destroy decay- and odor-causing bacteria. But new bacteria return in minutes, forming acids that cause decay. Colgate's, unlike any other leading toothpaste,* *keeps on* fighting decay 12 hours or more!

So, morning brushings with Colgate's help protect all day; evening brushings all night. Gardol in Colgate's forms an invisible, protective shield around teeth that lasts 12 hours *with just one brushing*. Ask your dentist how often to brush your teeth. Encourage your children to brush after meals. And *at all times*, get Gardol protection in Colgate's!



No other leading toothpaste can give the 12-hour protection against decay you get with Colgate's with Gardol

*THE LEADING TOOTHPASTES ACCOUNT FOR OVER 70% OF ALL TOOTHPASTES SOLD TODAY!

CLEANS YOUR BREATH While It GUARDS YOUR TEETH

Talking it over

To our readers old and new

WITH this issue, the number of families subscribing to TOWN JOURNAL grows to nearly 2,000,000!

As you may know, TOWN JOURNAL and its companion publication, *Farm Journal*, recently acquired the magazine *Country Gentleman* (*Better Farming*). We know you will want to join us in extending a warm welcome to the many thousands of former *Country Gentleman* subscribers who have just joined your TOWN JOURNAL family.

If you are one of these new readers, I want especially to visit with you, although I hope the rest of our folks will "listen in."

As magazines go, TOWN JOURNAL is comparatively young. We think this is an advantage, because the needs and interests of people change with the times, and TOWN JOURNAL's youth keeps it in tune with the times.

Today, perhaps more than ever before, people everywhere have come to realize that the interests and activities which are shared by the whole family are the ones which mean the most. TOWN JOURNAL is a *family* magazine, and, perhaps because family ties and family interests seem to be strongest among people who live beyond the metropolitan centers, most of TOWN JOURNAL's subscribers live in what we call home-town America.

Born during the age of television, radio, and great mobility, TOWN JOURNAL recognizes that its readers are busy people. We try to select material and features which will be important to you and to present them interestingly and concisely.

Within each family there is always a great variety of interests. You will find a world of variety of subject matter in every issue of TOWN JOURNAL.

For example, "Straight from Washington" is a regular feature which reports and forecasts the news of national and international affairs with almost uncanny accuracy. Some of Washington's finest correspondents working with our own Washington editorial staff prepare this feature.

You'll find other articles that carry a "Newsfront" label. That's to tell you that here is accurate, interpretive reporting of all manner of affairs throughout the nation and the world—news that is dramatically fresh, yet packed with perspective and understanding. You'll feel, when you read TOWN JOURNAL, that you're really being kept abreast of the important happenings of the world.

But this is only the beginning. In other articles every month we'll be talking about many subjects that concern you—your health; travel and recreation; your community; personalities in the news you'd like to know better; new things in science—in short, a broad selection of the things that you as an intelligent, informed person want to know more about.

Then you'll find articles on family living—about your home, inside and out; about you and your children; about foods, and furnishings, and do-it-yourself projects.

Here is the best from a great many fields of modern interest for every member of the family—for dad, for mother, and for the teen-age boys and girls. Without TOWN JOURNAL you would have to read many special interest magazines to get what we bring you in one package every month.

But most of all, we endeavor to make TOWN JOURNAL a warm, friendly magazine. We want you to think of it as your magazine, for, indeed, it is edited with you in mind.

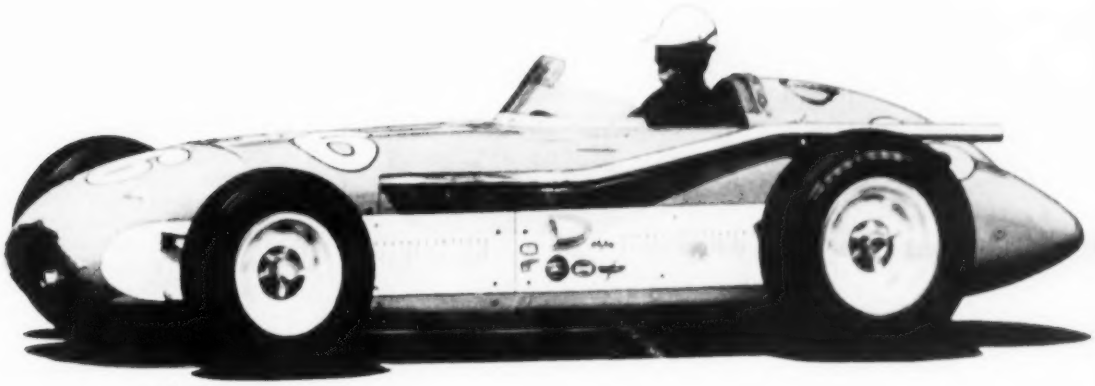
By now, you know we are proud of TOWN JOURNAL. We're proud, too, of the wonderful people who read it and make it possible. We welcome you among them.

Graham Patterson
PUBLISHER

Only CHAMPIONS

give you the two things you want most from spark plugs . . .

OUTSTANDING PERFORMANCE!



Champions score twenty-fifth victory in Indianapolis "500"! Bob Sweikert, with a winning average of 128.209 m.p.h., and *all other finishers* used Champions!

OUTSTANDING ECONOMY!

Five-rib Champions score sixth straight victory in Mobilgas Economy Run. A Champion-equipped Studebaker Commander averaged 27.4 miles per gallon to win the 1955 Sweepstakes Trophy in 1323-mile economy test!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

INSIST ON 5-RIB

CHAMPION

SPARK PLUGS

"It's time for our talk with the children"

Regular visits by Long Distance keep the family close together

One of the most satisfying things about a Long Distance call is the way it brings near to you those who are dear to you. And the feeling of nearness lingers on long after the call is ended.

Why not make plans right now for regular family visits by telephone? You'll find the cost is small, wherever you call.

LONG DISTANCE RATES ARE LOW

Here are some examples:

New York to Philadelphia	40¢
Cleveland to Pittsburgh	45¢
Chicago to Buffalo	95¢
Detroit to Dallas	$1.35
Boston to Los Angeles	$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

CALL BY NUMBER. IT'S TWICE AS FAST.

BELL TELEPHONE SYSTEM

LETTERS

PAY-TV CONTROVERSY: I'm opposed to Pay-TV [August]. I live in Lewistown, Pa., a fringe area for television. We have a cable company here and to get a hookup on the line I had to pay $156.60. It costs me $3.89 additional each month. If I had to pay more to see TV, I just couldn't afford it. Personally, I think the shows we are getting now are not too bad.

Lewistown, Pa. *Scott Barger*

• • Your article was fair and objective in its approach. Thanks for listening to our side of the issue.

W. Theodore Pierson
Counsel for Zenith Radio Corp.
Washington, D.C.

• • We worked hard to get enough money ahead to buy a television set and we couldn't afford to pay. . . . Let those who want go to the opera, the ballet, the symphony, the theaters. But let us alone to enjoy TV as is.

Chariton, Iowa *Mrs. J. O. Reeves*

• • Just another gimmick to invade our pocketbooks! The average working man is burdened with debt now and won't go for this kind of piracy.

We can see a first-run movie for 75¢ in St. Louis and sit in air-conditioned comfort to boot. Let the suckers who want Pay-TV have it, but keep it free for the average man. He is the one who really supports both radio and TV.

Maplewood, Mo. *Mrs. Leo Forester Sr.*

• • When Pay-TV comes in, my set goes out—for I have no intention of paying stiff prices to see movies, operas, Shakespearean plays, etc. Whoever thought up this new money-making scheme had better think over the probable backfire. I lived many years without television and can do so again!

Vallejo, Calif. *Lois Scott*

LAND SCANDAL EXPOSÉ: The average citizen of Southwest Texas was aware that a scandal was being perpetrated ["Busting the Texas Land Scandal," August], but few had the time to put the facts together. We feel disgraced that such things as described in your article could happen; it has created a bad reputation outside the state and a lowering of confidence within. . . . All Texans appreciate the fine work done by Ken Towery.

Stockdale, Tex. *J. R. Kidwell*

SPEED IS RELATIVE: Good stuff, that article on speed traps [July]. I'd like to see the great big city of Baltimore take a tumble.

Baltimore, Md. *John Smithers*

• • Having just returned from a seven-thousand-mile driving trip through the Midwest, it seems apropos to send you my views on so-called "speed traps." The posted speed limits are not enforced—and I don't think they can be without a larger police force. . . . Should a good driver keep pace with the majority and exceed the speed? Or should he drive slowly and impede everyone else?

A safe speed is relative; it depends on conditions of the road and traffic. So instead of posting speed limits that cannot be enforced, why not simply arrest those driving at "excessive speed"—and hold the drivers themselves responsible for what is "excessive?"

What do others think of this solution?

Valley Farms, Ariz. *Arch H. Evans*

GROWING UP? Juvenile foibles and fads may be a part of the growing up process ["Those Amazing Teen-Agers!", July], but there was a time in the not too distant past when parental restraint played a part. If we juveniles of that dark age had liked scuffed shoes we would have been told to wear our old ones.

Times change—whether for better or worse, only the future will tell. But the most ridiculous thing I've seen recently was an expensive teen-age white fur coat worn above a pair of sloppy-joe jeans swaggering down the street ahead of me. Doubtless she was just growing up. But when?

Pagosa Springs, Colo. *Rosa D. Willis*

THE "BANDUNG" NATIONS: General Romulo's observations are a first-hand account of the recent Bandung Conference [June]. I am glad he is disseminating his views.

Speaking of the peoples of the Far East, I am inclined to agree with General Romulo that the nations represented in Bandung have attained more than enough political maturity and moral strength to be considered a potent, if not deciding, factor in world affairs.

The Conference would also show some skeptical Western elements that these nations know where to stand and where to draw the line. . . .

Manila, P. I. *E. Rodriguez Sr.*
President of the Senate
Republic of the Philippines

In writing to the editors, address TOWN JOURNAL, *Dept. E, Washington 4, D.C.*

When strangers met —by accident!

We found out how valuable the help of good insurance agents can be

(Based on Company File # W D191AP5952)

After colliding with another car I lost control of the wheel. My wife and I were slightly hurt.

A passing motorist came to our aid and took us to a hospital. He turned out to be an insurance agent from Illinois. Like Ruth and me, he was in Florida on a vacation.

When we told him we were insured with the Hartford Accident and Indemnity Company he said not to worry. Although he wasn't a Hartford agent, he assured us it was a fine company and that we'd be treated right. His words made us feel a lot better.

After getting us to the hospital, he went to the office of the local Hartford Agent, and told him what had happened and where to find us.

The Hartford man got in touch with me right away, and made out the accident report. He also straightened things out with the police, and got estimates of the damage to my car. *What a load it took off my shoulders to have his capable, experienced help in our emergency!*

Our car wasn't worth fixing, so with the Hartford man's help, I made a trade-in on a new car. Then he advised me on how to insure it and I wired my Hartford Agent back home to write the policies.

The local man expected nothing himself. He explained that Hartford Agents everywhere stand ready to give this same kind of "hometown service" to each other's policyholders. That's why I'll always buy my insurance from established and reliable local agents—men like the two who did so much for us.

Year in and year out you'll do well with the

Hartford

Hartford Fire Insurance Company
Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company
Citizens Insurance Company of New Jersey . . . *Hartford 15, Connecticut*
Northwestern Fire & Marine Insurance Company
Twin City Fire Insurance Company . . . *Minneapolis 2, Minnesota*

take it easy

Don't run, lady. Take that call on an extension.

Shopping, cooking, managing a family...

Mrs. America is busy enough without wasting steps. And she needn't. A second telephone costs only pennies a day.

Providing the best in all phases of telephone service has made General the fastest growing system in the United States.

General Telephone

- vital link in America's network of 53 million telephones
- operates in 21 states
- has over one half billion dollars invested in plant and equipment

GENERAL SYSTEM

GENERAL TELEPHONE SYSTEM

ONE OF AMERICA'S GREAT TELEPHONE SYSTEMS • 250 MADISON AVENUE, NEW YORK, N. Y.

NEWSFRONT

Straight from Washington:

REPUBLICANS ARE BREATHING EASIER; THEY NOW FEEL ALMOST CERTAIN that the President will agree to a second term. Here are the three main reasons: (1) Eisenhower deeply believes he can help bring about a peaceful world during next few years; (2) he doesn't want to see the Democratic New Dealers reverse his domestic policies; (3) he feels the Republicans, as a party, could win the nation's confidence by the end of another Eisenhower term.

IKE WILL GO ALL-OUT FOR ELECTION OF A REPUBLICAN CONGRESS next fall. He sees Democrats in the next session of Congress putting his domestic program in jeopardy.

VICE PRESIDENT NIXON NATURALLY WANTS IKE TO RUN AGAIN. He knows that Eisenhower will insist upon Nixon as his running-mate. Nixon's tip to friends on how best to persuade Eisenhower to be a candidate: "Leave him alone. Don't keep asking him about it."

MOST-DISCUSSED DEMOCRATIC VICE PRESIDENTIAL CANDIDATES are two Democratic Governors--Clement of Kentucky and Meyner of New Jersey.

TWO RELUCTANT PRESIDENTIAL NOMINEES IN 1956! THAT'S THE OUTLOOK which politicians in both parties now foresee. This means it will be a repeat performance next year: President Eisenhower versus Adlai Stevenson. Ike would prefer to retire but is coming to see that he can't. Adlai would prefer to run some other time, but Democratic political leaders say frankly it's '56 or not again.

TWENTY DEMOCRATIC GOVERNORS ARE ALREADY LINED UP behind Stevenson's nomination. That's enough to make it certain. Reason is that while they are not optimistic that any Democrat can beat Eisenhower, they feel that Stevenson would bring out maximum Democratic vote, would do most to elect Democratic governors and Democratic Congress.

TOWN JOURNAL'S INFORMATION IS THAT STEVENSON WILL ANNOUNCE his active candidacy this fall and will enter several of the Presidential primaries next spring. Having decided to run, he intends to "run hard."

SOUTHERN DEMOCRATS' OBJECTIONS TO STEVENSON WILL GET NOWHERE. Controlling fact is that any conceivable alternative to Stevenson would be equally objectionable. They are all more New Dealish than Adlai--Harriman of New York, Kefauver of Tennessee, "Soapy" Williams of Michigan.

SPECIAL SESSION OF CONGRESS IS OUT. EISENHOWER IS OPPOSED TO IT, despite recommendations of some of his economic advisers. Their view is that by failing to pass the multi-billion dollar highway program Congress left the Government unprepared to deal with possible business recession should it develop. But business signs are almost unanimously good and with Democrats in charge the President would have no control of any emergency Congress.

FACT IS THE WHITE HOUSE DOESN'T LOOK FORWARD TO REGULAR SESSION of Congress with much relish. Another "tame" Congress intent upon cooperating substantially with the President is not in the cards. This year the Democrats didn't want head-on conflict with Eisenhower, but next year they will feel they must challenge the President or virtually concede.

THE COMING CONGRESSIONAL BATTLE IS ALREADY TAKING SHAPE. The issues came to the surface during the last weeks of the past session. The Democratic leadership will vigorously oppose the White House on the

kind of tax cut which should be made, will try to pass a Democratic version of the highway bill, will seek to overthrow flexible price supports and will try to put the major burden of school construction on the Federal Government. Partisan politics will be in charge most of the time.

A TAX CUT IS IN SIGHT NEXT YEAR. The Federal budget may at last balance, due to (1) increased tax revenue from stepped-up business activity and (2) a modest reduction in Federal spending. With the Government in the black, both parties will rush to cut voters' tax bill.

THERE'LL BE NO YALTA-TYPE SECRETS UNDER EISENHOWER. That's why he is publishing promptly the full record of his side of the summit talks at Geneva, whether the other participants like it or not. No waiting ten years or even ten months for an accounting. Ike figures that what he said to the Russian leaders can be told to the American people.

WE DON'T KNOW THE REAL MEANING BEHIND SOVIET SMILES. U.S. officials are reaching the conclusion that Moscow wants only to adjourn the cold war without removing its causes, wants to see if it can buy a needed period of relaxation by giving only surface cordiality in return.

NEITHER U.S. NOR BRITAIN IS IN MARKET FOR SUCH A DEAL. Both are showing post-Geneva wariness. That's why Eisenhower, while welcoming Soviet mood, says the real test is still to come at the U.N. over disarmament next month, and at the Foreign Ministers' meeting in Geneva in October. Then the Kremlin must show whether it wants to negotiate.

GREATEST POLITICAL DANGER IS WITHIN GERMANY. If Moscow stalls on German unification and ultimately tells Bonn: "Quit the West or you'll never get the East Zone back," can the West German Government resist indefinitely? Adenauer is with us. His successor might not be.

GREATEST MILITARY DANGER IS WITHIN NATO. It is imperiled by its own success. Some of its members think it has done its job so well that we can cut back its defensive strength. But if we do, the Russians will have no need to agree to anything.

GUARANTEE AGAINST SURPRISE ATOMIC ATTACK is foremost U.S. objective. We can't abolish nuclear weapons with any amount of inspection. The goal, rather, is to guard against military build-up and concentration of planes which could deliver atomic bombs. To this end President will press his project for continuous aerial reconnaissance.

HERE'S WHY RED CHINA-U.S. TALKS OVER EXCHANGE OF CIVILIANS ARE STALLED: We are prepared to permit return of any Chinese student in U.S. (who so desires) in exchange for American civilians detained in Communist China. But Communists want more. They demand a list of all Chinese in America no matter how long they have been here--information which would enable the Communists to blackmail their relatives and friends in China. We'll continue to say no to that.

U.S. SCIENTISTS ACCOUNT GENEVA ATOMIC CONFERENCE A MAGNIFICENT SUCCESS. Eisenhower's project for a world atomic pool to promote its peaceful uses has dispelled distrusts which some foreign scientists felt toward America.

GENEVA HAS ALSO GIVEN U.S. ITS FIRST AUTHENTIC INSIGHT into the state of Russian nuclear science and what progress the Soviets have really been making. The answer: Soviet atomic development in the peaceful field is about two years behind U.S., but is making rapid strides. The Soviets, sparing no expense, are determined to match or excell the West. The Russian atomic scientists impressed their Western colleagues.

More Newsfront on following pages

"Eaton 2-Speed Axles assure

FAST DELIVERIES FOR OUR CUSTOMERS

...economical deliveries for us!"

...says Alonzo Clawson, Superintendent, Oregon Transfer Company, Portland, Oregon

"As one of Oregon's oldest and largest cartage companies and as local agents for Allied Van Lines, we have a top reputation to uphold," reports Mr. Clawson. "Our customers expect fast, dependable service. We never let them down, thanks to Eaton 2-Speed Axles.

"On a local warehousing job or hauling household goods 'cross country, our Eaton-equipped White trucks turn in hour-saving, cost reducing records. In heavy city traffic, Eaton's low-gear range starts a heavy furniture load safely and smoothly—without bucking or frogging. On the open road, Eaton's high-gear range hustles the truck at legal limits and prevents excessive engine RPM. So we get longer engine life, more miles-per-gallon, less door-to-door time.

"Our drivers prefer Eaton-equipped trucks. With Eaton's low-gear range, they take steep upgrades faster — make quicker, less tiring trips. Shop records prove Eaton 2-Speed Axles really deliver the goods efficiently and economically."

Convince yourself today of the dollar-saving utility of an Eaton 2-Speed Axle. Ask your dealer for a demonstration.

"WE DON'T WORRY about breakdowns or maintenance trouble with Eaton 2-Speed Axles," says General Manager E. C. Sammons, Jr. "Our Eaton-equipped trucks stay on the road and out of the repair shop, make deliveries in less time at lower cost."

WHITE MOTOR COMPANY sales representative Arthur Darling has sold many Eaton-equipped trucks to Oregon Transfer Company. Talking with Superintendent Clawson *(right)*, Mr. Darling notes that "the performance of the Eaton 2-Speed Axle speaks for itself. And furthermore — Eaton-equipped trucks cost less to maintain, eliminate trouble and are worth more on a trade."

MORE THAN 2 MILLION EATON AXLES IN TRUCKS TODAY

EATON 2-SPEED TRUCK AXLES

EATON MANUFACTURING COMPANY, CLEVELAND, OHIO

PAR

PROJECT ADEQUATE ROADS: Help make the nation's highways safer and better. Back supporters of the modern-roads program in your area.

Will RISING PRICES nip you?

Not everything is going up, some things will be cheaper; this article tells which are which

By Arthur Moore

OVER the next six months you'll see higher price tags on many of the things you'd like to buy, but you'll see lower ones on some others, with the net result adding up to a 2 or 3% rise in the cost of living. No *general* inflation is in sight, which means that with a little footwork you can do a good bit to make your money go the farthest.

Let's look at the prospects.

These prices will go up, at least a little:

Autos. Detroit expects increases ranging from $50 to $125 on popular priced models, due to higher wages and materials costs. These boosts will be in the factory price. By the time they reach you, they will probably be less. This year few cars brought the full list price; competition was so hot that dealers shaved prices or upped trade-in allowances. With competition continuing keen, some optimists estimate that consumers will pay only about $20 more for the lowest priced new models. One dealer puts it this way: "I'll try to absorb any price rise up to $40; over that, I'll have to pass it along."

Houses. Steel, copper and some types of lumber are going up. The steel in a $12,000 house will cost about $20 more. Add small increases for other basic materials, plus expected rises in plumbing and heating fixtures, and the total may reach $200 or so. But if you shop for an old house, chances are 50-50 you can find one recently marked down. The trend in old-house prices is now down in about half the communities reporting to the National Association of Real Estate Boards.

Appliances. Expect increases, again based on wage and materials costs. Several makers of kitchen cabinets, refrigerators, stoves, water heaters, furnaces, automatic dishwashers, and TV sets have announced rises. On the other hand, one manufacturer says it will not increase prices, and others won't decide until they see how tough competition is going to be. Luxury note: Color TV sets are coming down; a set that would have cost you $1,000 six months ago can be had now for $695.

Furniture. Manufacturers have raised prices from 3 to 7% on new lines. They don't know how much of this will be passed on to the consumer.

Rugs. Small increases are in effect at the factory level.

Tires. Outlook is for increases, based on an 18¢ per pound jump in the price of rubber.

Cotton goods. Expect modest rises. Overalls and dungarees will be among the first articles of clothing to feel the effect.

If such increases were the whole story they would add up to a sizeable nick in the family pocketbook. But fortunately, the cost of living is a combination of many prices and some are due to drop.

These prices will go down:

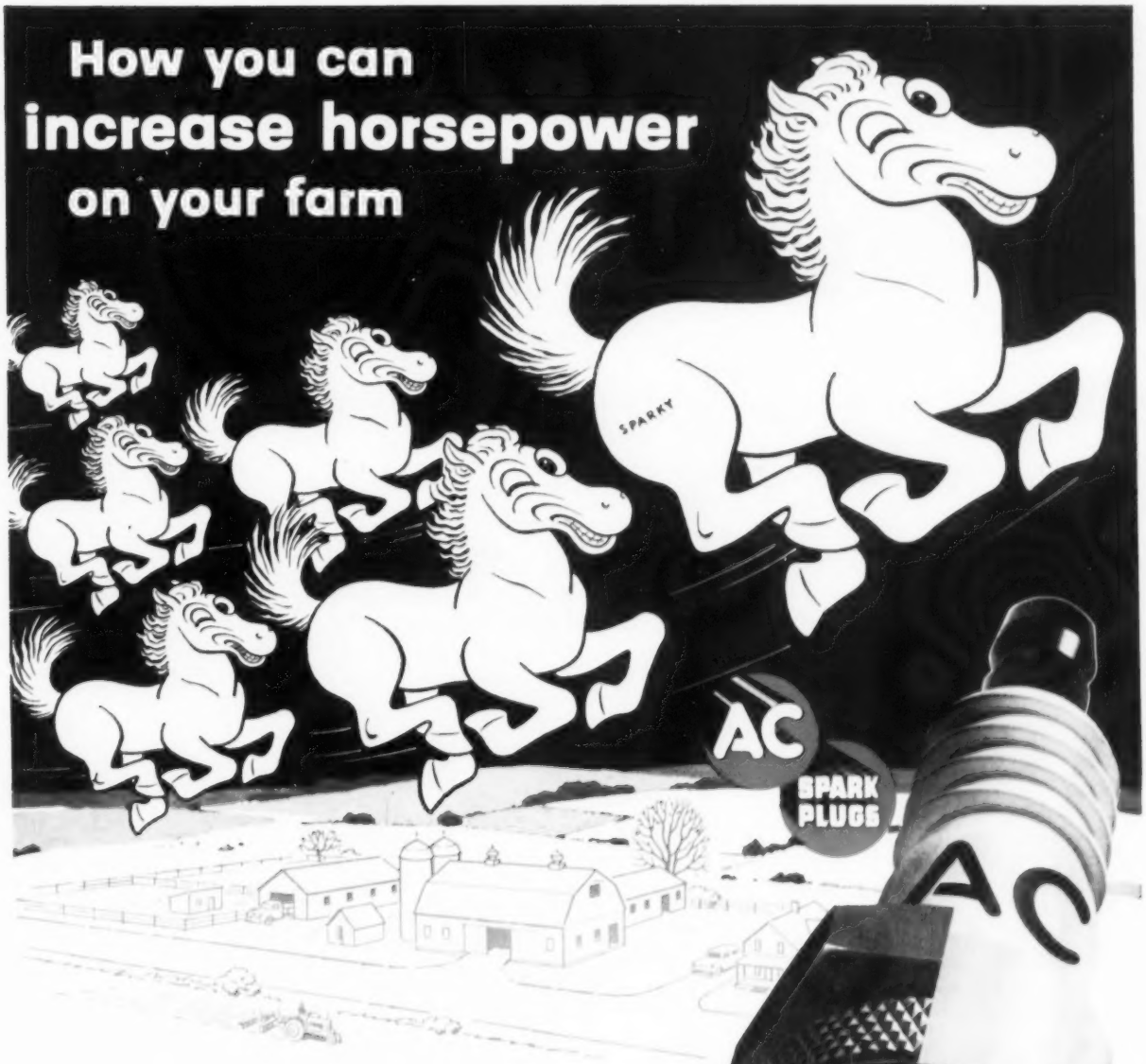
Food. A record supply of grain and livestock products is coming. Larger quantities of such staples as pork, potatoes and apples are certain. So the U. S. Department of Agriculture predicts lower food prices this fall and winter. (A small drop in food makes a big difference in most family budgets. Many average-income families spend a third of all they make for groceries, meat and dairy products. For a family of four, a 1% drop in food makes a big difference in ability to buy a new refrigerator.)

Rent. This is also important in many family budgets. There are signs that rent is turning down in some areas.

Clothing. As already noted, some articles will go up, others will drop. Output is heavy, competition fierce. One family that outfitted a girl for college last year and has another starting this year, reports savings running from $3 on wool skirts to $7.50 on suits. These were not sale items, either. Buys of this type will still be available to careful shoppers.

Even in appliances, there is an occasional drop, as with clock radios.

Taking the price picture as a whole, increases will outweigh the reductions by a small margin. Hence, the cost of living may rise two or three points.



Used to be that a farmer had to go out and buy some extra horses. Now there's a simpler way. New AC Hot Tip Spark Plugs will bring up all the lively original horsepower built into your car, truck, tractor and other farm engines.

Take a close look at the firing end of this AC Spark Plug. See how it's *recessed* around the center wire? That gives AC the exclusive, thin Hot Tip. It heats faster because it *is* thin — and fast heating burns away carbon and oil deposits before they can form. That means maximum plug efficiency longer — a peak job from every engine you use. Be sure you get AC — the Hot Tip Spark Plug!

Watch **BIG TOWN** NBC-TV

GM GENERAL MOTORS

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN

STANDARD FACTORY EQUIPMENT ON MORE NEW VEHICLES THAN ANY OTHER MAKE!

America's favorite hair grooming aids
AT YOUR LOCAL
BEN FRANKLIN STORE

"Yes, I use Lustre-Creme Shampoo!" says
Maureen O'Hara
starring in
"LADY GODIVA"
A Universal-International picture. Print by Technicolor.

Hollywood's favorite
Lustre-Creme Shampoo...
Never Dries—
it Beautifies!

★ The favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!
★ Blessed with lanolin—never dries your hair . . . it beautifies it!
★ Foams into rich lather, even in hardest water!
★ Always leaves hair star-bright, satin soft, wonderfully easy to manage!

Lotion 30¢/60¢
Cream • 27¢/53¢

BEN FRANKLIN STORES
...over 2,300 stores from coast to coast
FRANCHISED BY BUTLER BROTHERS—CHICAGO

but that's not much compared with the 35% it has climbed since 1946. Manufacturers almost unanimously give higher wages as the reason for raising prices. When, for example, the average steel worker got a $6 a week wage boost, manufacturers jumped prices an average of $7 a ton.

Thousands of auto workers got pay raises, too, and won a supplementary form of unemployment insurance—the so-called guaranteed annual wage. This increases costs to the manufacturers the same way a pay increase would.

Aluminum, copper and electrical appliance workers are getting increases. Coal miners seem to be in line, too.

Congress fell in with the trend. First it hiked the pay of Federal employes. Then it raised the minimum wage for industries in interstate commerce from 75¢ an hour to $1. This will take effect next March, boosting the pay of some 2.1 million workers a total of $560 million a year. Most of the latter are in the South, and work in the lumber, clothing, textile, food and tobacco industries. These industries and others, such as weekly newspapers, protested the rise, and some establishments may go out of business rather than pay it (though Labor Secretary James P. Mitchell insists these will be few in number). On Mitchell's recommendation, President Eisenhower signed the bill, though it set the minimum 10¢ higher than the Administration wished.

If such increases were the whole story, the result might well be general inflation of the kind that hit us in 1947. But, fortunately for the consumer, we can count on two forces that tend to restrain price rises. Let's look at them in more detail:

1. There's terrific competition for your dollar. This stems from an ever-increasing flow of goods from factories.

Any retail merchant can tell you what this means to him. He must lower his profit margin to stay in business. And most manufacturers—aware of what is going on in retail stores—are reluctant to raise their own prices lest the retailer lose sales or even go out of business. Hence, some of the increases already announced may never be put into effect. In other cases, increases at factory level will be reduced or wiped out by the time you get the product.

In this process, the retailer is a key man. He prospers only if he can sell more. He's been doing a good job, too. Merchants deserve a big share of the credit for the remarkable performance of the economy the past three years. During this period, while factory wages were going up 17%, the cost of living stood almost still. This means that greater productivity in factories, and smaller retail markups were absorbing the cost of wage increases and often allowing larger dividends at the same time. The same combination, more than

The vast majority of forest fires are the result of just plain carelessness. Be a good sport when you are in the woods. Crush out your smokes. Break your match in two. Drown your campfire. And when motoring, don't toss lighted matches, cigarettes, cigars or pipe ashes out of car windows.

This advertisement is one of a series in the interest of saving lives and property.

Reprints of this advertisement will be furnished without charge upon request.

Standard protection

ÆTNA INSURANCE GROUP

ÆTNA INSURANCE COMPANY • THE WORLD FIRE AND MARINE INSURANCE CO.
THE CENTURY INDEMNITY COMPANY • STANDARD INSURANCE CO. OF N. Y.
HARTFORD, CONNECTICUT

DON'T GUESS ABOUT INSURANCE—CONSULT YOUR AGENT OR BROKER

There's No Substitute for Personal Service

In nothing else that you buy is personal service more important than in purchasing insurance. That is why it is good business to buy from a local agent. He can fit policies to your individual needs—combine coverages to save you money—change policies on an instant's notice to meet changing requirements. Best of all, if you face an emergency and need quick advice on what to do, your local agent is no farther away than the nearest telephone.

Follow these time-tested rules:

CONSULT YOUR AGENT OR BROKER

THINK FIRST OF THE ÆTNA

EVERY GOOD DOG DESERVES

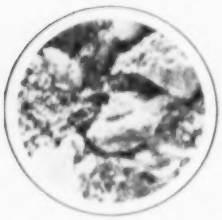
A LONGER PRIME OF LIFE

Start your dog on his way today with

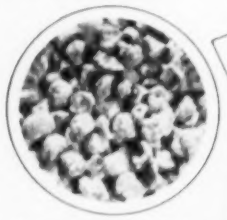
New Homogenized Gaines Meal

Eyes bright, spirits high, energy bounding—*living proof* of the sturdy good health you can look for just 30 days after you start your dog on Gaines. It alone contains every food essential your dog needs for *guaranteed uniform nourishment*. Feed New Homogenized Gaines Meal. It's rich in the meat protein and meat flavor that dogs love. Help keep your dog healthy and happy longer—the way you want him always—*in the very prime of life!*

SEE THE DIFFERENCE



Most other dog meals are largely flake-and-powder mixtures, nourishment not uniform, often pasty when wet.



Homogenized Gaines consists entirely of clean, uniformly nourishing nuggets. Mixes easily, can even be fed dry.

NOURISHES EVERY INCH OF YOUR DOG!

A Product of General Foods

anything, will keep this year's wage rises from snowballing into inflation.

2. Stiffer credit will put a check on prices.

As soon as prices began to show signs of going up, the Eisenhower Administration raised credit warnings. Banks got a letter pointing out that installment credit to consumers seemed to be lax in some areas. Next, down payments on all Government-insured home mortgages were increased 2% and maximum repayment time was cut from 30 to 25 years. This shorter term increases payments on a $10,000 mortgage by $4.90 a month—enough to postpone home-buying for some families.

In addition, the Federal Reserve is allowing interest rates to rise generally. Borrowed money will cost more; time payments will have higher carrying charges. Officials believe this will make business men and consumers show more caution. In their view, just a little more caution right now is all that's needed to knock the inflationary fringe off the boom.

What can you do to put these powerful forces to work in your own behalf?

Competition for your dollar means you will still be able to buy many articles below the price list. More than ever, it will pay to watch for special bargains. Recent price cuts on 1955 model autos are a case in point.

Stiffer credit means it will cost you more to buy on time. That's one increase you don't have to pay, if you can pay cash.

The next six months look like a good time to reduce existing debts, save up some cash, and grab the good bargains when they come along.

Families doing these things need hardly feel the small increase in the cost of living which seems to be coming. **End**

"HELP! Beat it, kid . . . HELP! Get lost . . . HELP!

FROM THE

Town Press

Slow but Safe. Old Dobbin had his faults, but 3-buggy crashes weren't popular in his day.
World, Aberdeen, Wash.

* * *

Lost Art. The Egyptians were the only ones ever to master the art of making a woman dry up and stay that way.
Herald-Press, Myrtle Point, Ore.

* * *

Dying Symbol. There's not much use for an exclamation point. Nobody is surprised at anything any more.
News-Press, Stillwater, Okla.

* * *

No so Enthusiastic. There's one thing to be said for children; they never pull out snapshots of their grandparents.
News-Leader, Arcadia, Wis.

* * *

Peaceful. A small town is one where a dog sits down in the middle of Main Street to scratch a flea, the cars drive slowly around him, and the dog just keeps on scratching.
Star, Rockford, Ill.

* * *

Consolation. Don't be too worried about these mechanical brains making man obsolete. Like all other great inventions—from the cigarette machine to TV—they still need somebody standing by to kick them when they don't work.
Lee County Bulletin, Auburn, Ala.

* * *

Meek Request. He glanced at the woman so beautiful, his look heavy with anxiety and humble pleading, but she was totally unconscious of his appeal. For long moments he watched her, struggling with his emotions, desiring yet afraid to ask the question that trembled on his lips. At last he spoke, wistfully, yearningly: "Mom, c'n I have the little piece of pie left over from dinner?"
Democrat, Corydon, Ind.

How About Your Paper?

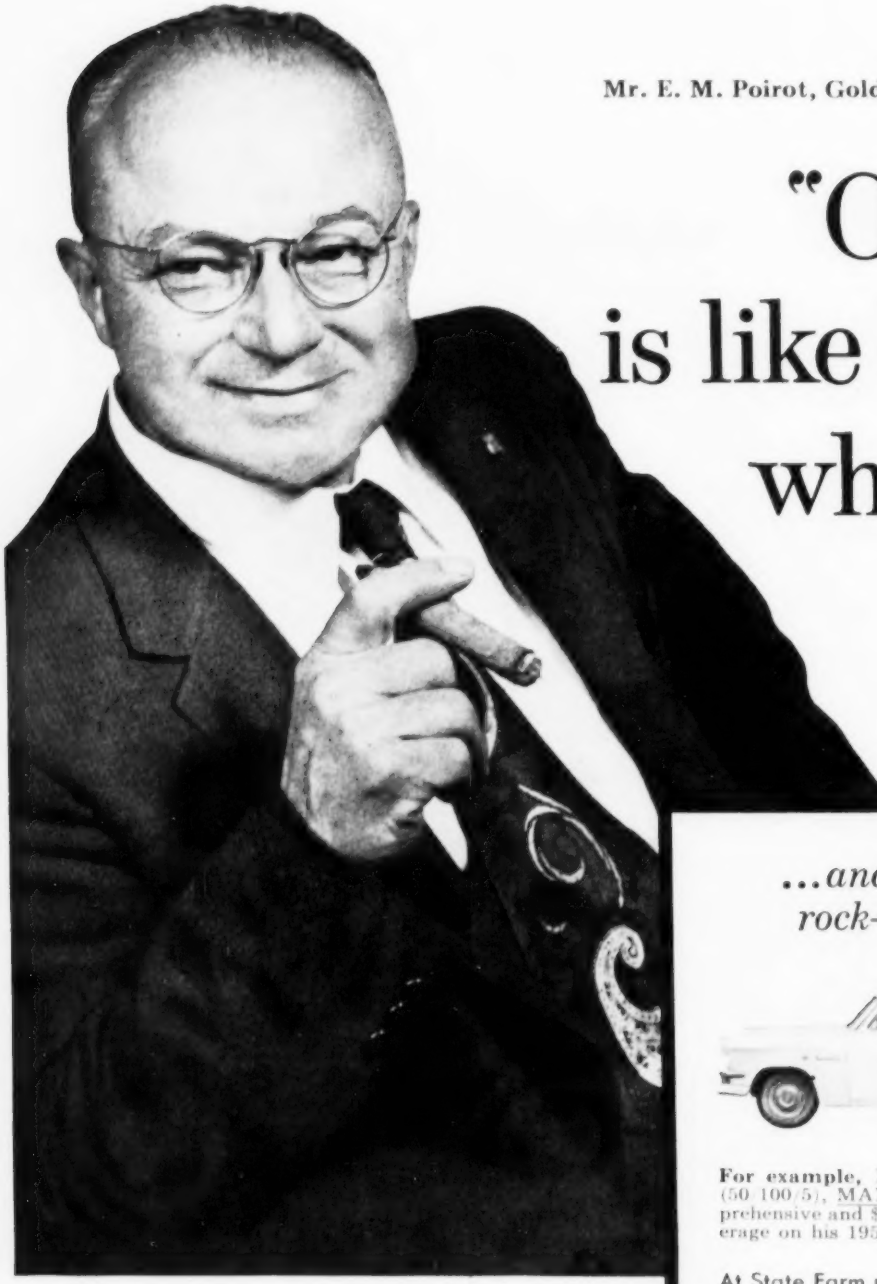
Have you recently read a witty or thought-provoking, original item in your home-town paper—one so good you can't resist passing it on to others? We will pay $5 for each short clipping accepted. Be sure to include name and date of paper. Address Town Press Editor, TOWN JOURNAL, 1111 E. St., N. W., Washington 4, D. C. We cannot return unacceptable items.

"In our family quality comes first.
That's why I want Quaker State!"

What is there about Quaker State Motor Oil that has made it a tradition in countless American families? The answer is *quality:* a matchless reputation for refining the world's choicest Pure Pennsylvania Grade Crude Oil into the world's finest, most advanced motor oil. Only actual experience with Quaker State will reveal to you its Miracle Film lubrication, its outstanding performance, its amazing endurance. And you will learn, too, that it is the most economical protection your fine car can have. Ask for it by name.

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association

Why do more car owners insure with State Farm Mutual



Mr. E. M. Poirot, Golden City, Missouri, says:

"Owning is like having when you

After a recent auto accident, Mr. Poirot—who has been insured with State Farm for 26 years—also stated in an unsolicited letter to his State Farm agent:

"The check from State Farm meant more than the money involved. It meant I had insurance when I needed it. I came to the conclusion that when State Farm says protection, it means protection. And it looks like you leaned over backwards to give it to me."

...and the cost is rock-bottom low!

For example, Mr. Poirot carries Liability (50/100/5), MAX Medical Payments, Comprehensive and $25 Deductible Collision coverage on his 1954 Ford 2-door sedan.

At State Farm rates, he pays each year..... **$69.14**

At ordinary rates, he would pay each year.. $114.75

Naturally, insurance rates depend on several factors—such as the area in which you live. These figures refer to rates in effect in Golden City, Missouri, as of June 15, 1955, for car owners in Mr. Poirot's insurance rating classification.

than with any other company in the world?

State Farm auto insurance a friend at your side need a friend"

▶ **More than 3,400,000 Americans carry State Farm Mutual auto insurance.** And for the same reasons Mr. Poirot does: fast, fair, friendly service when they have an accident or a claim . . . low "careful driver rates" that save them money.

▶ **State Farm Mutual keeps its rates low by aiming to insure careful drivers only.** By deliberately avoiding accident-prone drivers, State Farm holds accident costs to a minimum. It then passes savings back in the form of low rates. Independently calculated rates that save policyholders ten . . . twenty . . . even forty percent, compared to the cost of ordinary auto insurance.

▶ **Can you qualify?**
Not everyone can, of course. But if you use good judgment, common sense and courtesy behind the wheel, it should be easy. For complete information, talk to any State Farm agent this week. For the name of the agent nearest you, look in the yellow classified pages of your local phone book under State Farm Insurance.

STATE FARM MUTUAL

"the careful driver insurance company"

State Farm Insurance is written only by the
State Farm Mutual Automobile Insurance Company
and its wholly owned affiliates:
State Farm Life Insurance Company
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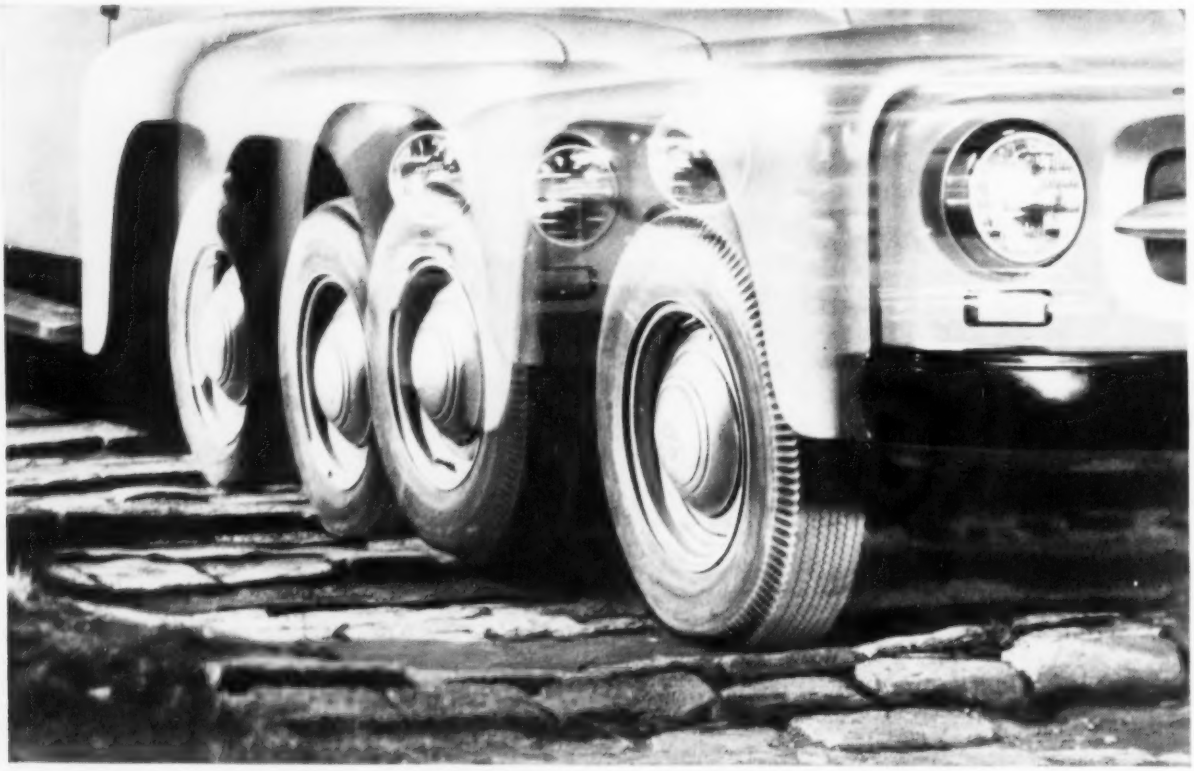
Home Offices: Bloomington, Illinois
Field claim offices in 325 principal cities
7,000 agents in 41 states, District of Columbia, and Ontario, Canada

If your phone book does not list a State Farm agent, write directly to Dept. T-5, State Farm Mutual, Bloomington, Illinois.

1,400 crash landings a minute...



Here's a beating your truck will never have to take. This INTERNATIONAL Truck is pounding over the Belgian Block course . . . a torture rack so bumpy that, at only 12 miles per hour, it slams wheels up and down 1,400 times a minute — so rugged that drivers are replaced every 20 miles of the 400 mile test.

INTERNATIONAL builds the world's most complete truck line — from the lowest-priced field's easiest-driving pickups to 90,000 lbs. GVW off-highway giants. 200 basic models. 32 engines. Thousands of chassis variations to provide trucks *exactly right* for every hauling job.

to save you the BIG money

We torture INTERNATIONAL Trucks this way to be sure that sheet metal, cabs, springs and all running parts will stand up *longer*. So that our trucks will have utmost roadability, minimum wheel fight, maximum comfort. It's all a part of INTERNATIONAL engineering and design to save you the BIG money — the operating and upkeep money.

INTERNATIONAL engineers are never called upon to adapt passenger car engines or components. They design INTERNATIONALS with extra margins of strength—build them to save you the BIG money in the long run.

Yet with all this all-truck extra value, INTERNATIONALS are competitively priced. Let your INTERNATIONAL Dealer or Branch show you the right INTERNATIONAL for you — *all-truck built to save you the BIG money!*

INTERNATIONAL HARVESTER COMPANY • CHICAGO

All-Truck Built to save you the BIG money!

Top TV Comedy! Ronald Colman and Benita Hume in "The Halls of Ivy," CBS-TV. See your paper for date, time and channel.

INTERNATIONAL® TRUCKS

International Harvester Builds **McCORMICK** Farm Equipment and **FARMALL** Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

BY NORMAN VINCENT PEALE

Don't take tomorrow to bed with you

What to do so you'll have a good night's rest; Dr. Peale's advice to people who "can't sleep"

This tested formula for peaceful slumber is condensed from Inspiring Messages for Daily Living. *Dr. Peale's new book, which will be published by Prentice-Hall next month. Dr. Peale is pastor of Marble Collegiate Church, New York, and president of the American Foundation of Religion and Psychiatry.*—The Editors.

I ONCE knew a man who complained of being a poor sleeper. At the Religio-Psychiatric Clinic, founded by the Marble Collegiate Church, we analyzed his daily and nightly habits and discovered that after he got to bed he took a pad and pencil and made a series of notes about what he was going to do the next day. He planned out tomorrow, making an outline of each problem or responsibility that was to be handled.

He prided himself on the "efficiency" method which he had developed, and considered it a unique procedure. He told with pride how well he had mastered the skill of writing legibly in the darkness.

Why couldn't he sleep? Simply because he was taking tomorrow to bed with him.

We, too, believe in efficiency, in planning one's work. But there is a time and place for all things, and in bed, ready to go to sleep, is certainly not the time to plan the next day. In fact, it is not efficient to do any tomorrow planning later than 9 p.m. if you are going to bed at 11; not later than 8 p.m. if you are going to bed at 10. This interval of two hours will give the plans time to pass from the surface of the mind, where they agitate, into the deeper levels, where they become creative.

If, in sleeplessness, apprehensions of the morrow disturb you, simply remind yourself that God has helped you through every day you have lived heretofore, and that tomorrow will be no exception. Slowly repeat aloud the following line from an old hymn: "So long Thy power has blest me, sure it still will lead me on." This will convince you of God's continuing care, and thus a comforted, relaxed feeling will come.

Also repeat this passage: "Sufficient unto the day is the evil thereof" (Matthew 6:34).

That is to say, do not concern yourself about any presumed evil thing that may happen, for if that feared day comes, it will either care for itself, or you will know how to deal with it, or God will handle it. Certainly do not take it to bed with you and let it disturb your night's sleep, for nothing can be done about it tonight.

Go to sleep in the conscious thought and affirmation that whatever you may be called upon to handle the next day, God and you can and will do together. Anyway, a good night's sleep will serve to muster needed powers to meet tomorrow's responsibilities. Relax in God's protecting care. Remember that all things work together for good to those who love and trust God.

Certain preparations will prove beneficial, as one approaches the hours of rest.

During the last hour before retiring, deliberately prevent the mind from being agitated by problems. The cares, responsibilities and decisions of life should be put aside for the night so that mind, soul and body may be refreshed and renewed.

Let the mind, as far as possible, go into neutral. Affirm, "I now cease mental consideration of any problem." Visualize all matters as being put aside. Think of any problem as being dropped deeply into the subconscious to quietly simmer until morning. When you take it up again, it may be solved.

The average man, before retiring usually empties his pockets on to his dresser or desk. Personally, I rather enjoy standing over a waste paper basket during this process to see how many things I can throw away; notes, memos, scraps of paper, completed self-

(*Continued on page 87*)

IS EVERYBODY HAPPY?

Pretty close to it, according to TOWN JOURNAL's check. They like Ike, and despise the weather; criticize low farm prices, but aren't worried over foreign affairs

"THINGS aren't bad; not bad at all."

That comment from Attorney John W. Keller of Franklin County, Pa., comes as close as one sentence could to summing up how folks across the country are feeling these days—if visits by TOWN JOURNAL editors to three typical and widely separated counties are any indication.

Almost everywhere, it seems, people are breathing easier as they watch Ike handle the big issues. Problems like inflation, the Cold War, the threat of atomic attack, and the Far Eastern situation that seemed so dangerous not long ago, are fading from their minds—no longer cause them concern.

Topics close to home—like schools, a new playground, better roads, parking space in the business section, and how the high school football team is shaping up—are taking over.

With some reason, farmers are complaining about lower prices and higher costs and everybody has been talking about the hot weather. Most people are feeling good—more relaxed than for years.

Two of the counties visited—Palo Alto in Iowa and Crook in Oregon—are among ten bellwether counties in the country that almost always vote for the winner in Presidential elections. And Franklin County, Pa., is about as representative a place as you could find in the East.

All three have prosperous agriculture: Franklin County's is diversified but features peaches and apples; Palo Alto's is typical of the cornbelt country with grain and livestock, and Crook's consists of irrigated farms and big cattle ranches. All three counties have typical countryside towns, many with thriving local industries. Politically, Franklin is predominantly Republican; Palo Alto is a mixture, and Crook leans to the Democratic side.

How's business?

Thomas

Baumgardner

Mulkins

Business is good, in all of the them. Pennsylvanian John B. Baumgardner, a director of the First National Bank of Chambersburg, pointed out that deposits in his bank were up $2.6 million since 1950. William Thomas, cashier of the Palo Alto State Bank, said: "Everybody seems pretty satisfied with the way things are going. Our deposits are up 5% from last year." R. F. Mollner, manager of the only bank in Crook County, cited deposits of $9 million—ten times the amount in 1941, "equal to $1,000 per person."

Merchants, tradesmen and workers were generally prosperous and content. Horace A. Kottcamp, Burgess

(mayor) of Chambersburg commented: "All our industries are doing well; unemployment is at the lowest ebb in years. I'm a mechanical contractor and I've got the biggest volume of work I've ever had."

People weren't hurting for money in Palo Alto County, either. Said T. J. Reinders, farm implement dealer in Mallard (399 pop.): "Some of the farmers are complaining a little, but my business hasn't suffered any. Since January I've sold 17 combines and 16 tractors."

In Oregon, barber George Jackson said people in Prineville were prosperous, mostly due to the mills, but Art Schnorr, a meat market operator and ranch-owner, didn't

Kottcamp

Reinders

Jackson

agree. He claims working men are having trouble meeting bills, even with steady work and good wages, and believes installment credit is to blame: "The laboring man is loaded with bills because they sell him too damn much stuff."

Said Homer Mulkins, CIO planing mill worker at the Ochoco Lumber Company: "Things aren't as rosy as they tell you. One thing the Eisenhower Administration has done—they've broken the working class of hoarding money. We've had to use our savings to make a living."

How are farmers feeling?

Farmers in all three counties complained about being caught in an economic squeeze, but not the Pennsylvania fruit growers. Chambersburg Dentist Dwight M. Edwards, who owns 600 acres of peach and apple trees, was jovial but guardedly optimistic: "This business is worse than playing the horses. One bad hail-storm can wipe out your profit. Right now it looks pretty good." How good can it get? Dr. Edwards had "heard of one grower who netted $150,000 in a single season."

Gruff, hearty D. M. Bream, Franklin County's leading fruit broker, was anticipating a starting price of $6 or $7

Edwards

Mollner

Bream

a bushel for quality peaches, nearly double last year's prices. "Twelve Southern and Midwestern states were frozen out this year," he explained.

Franklin County's diversified-crop farmers don't like price supports—flexible or rigid—but they are uneasy. Milk prices are down 5 to 8% from last year, poultry prices down 10%, beef and pork prices down 10%, and grain down 5%. "Farmers aren't complaining much yet," said County Agent Charles P. Fague, "but things are getting tougher for the little fellow, especially if he's inefficient."

One farmer, a registered Democrat, felt that Ike's Administration favors "big business." He's something of a businessman himself—works 203 acres, raises dairy cows, grain, hogs, and chickens—but he had a bone to pick with town businessmen. "Quite a few of them around here are buying farms," he said. "They buy the best land, put a lot of money in it, and don't care how much they lose; probably because they get some sort of tax advantage. It makes tough competition for us regular farmers."

How about price supports? He'd like to see "something better," but didn't know what it would be. "I'm strong for research," he added. "I'd like to see 'em find some new uses for agricultural products so farmers would have more markets to sell in."

In Palo Alto County, people weren't worried much about anything except the weather. The price of oats was

Hess

Hand

down, but the crop was the best in years. Soybeans were good too. And corn—the king—had seldom looked better. Most of the talk centered around the heat—102°—when TOWN JOURNAL was there—and the need for rain to bring the corn through unscathed.

Nevertheless, Attorney Joe P. Hand, County Democratic Chairman, claimed that "people around here are dissatisfied with farm prices and the Administration farm program," adding: "Ike doesn't know anything about farming and neither does Benson. This economy of ours is just too complex for rugged individualism."

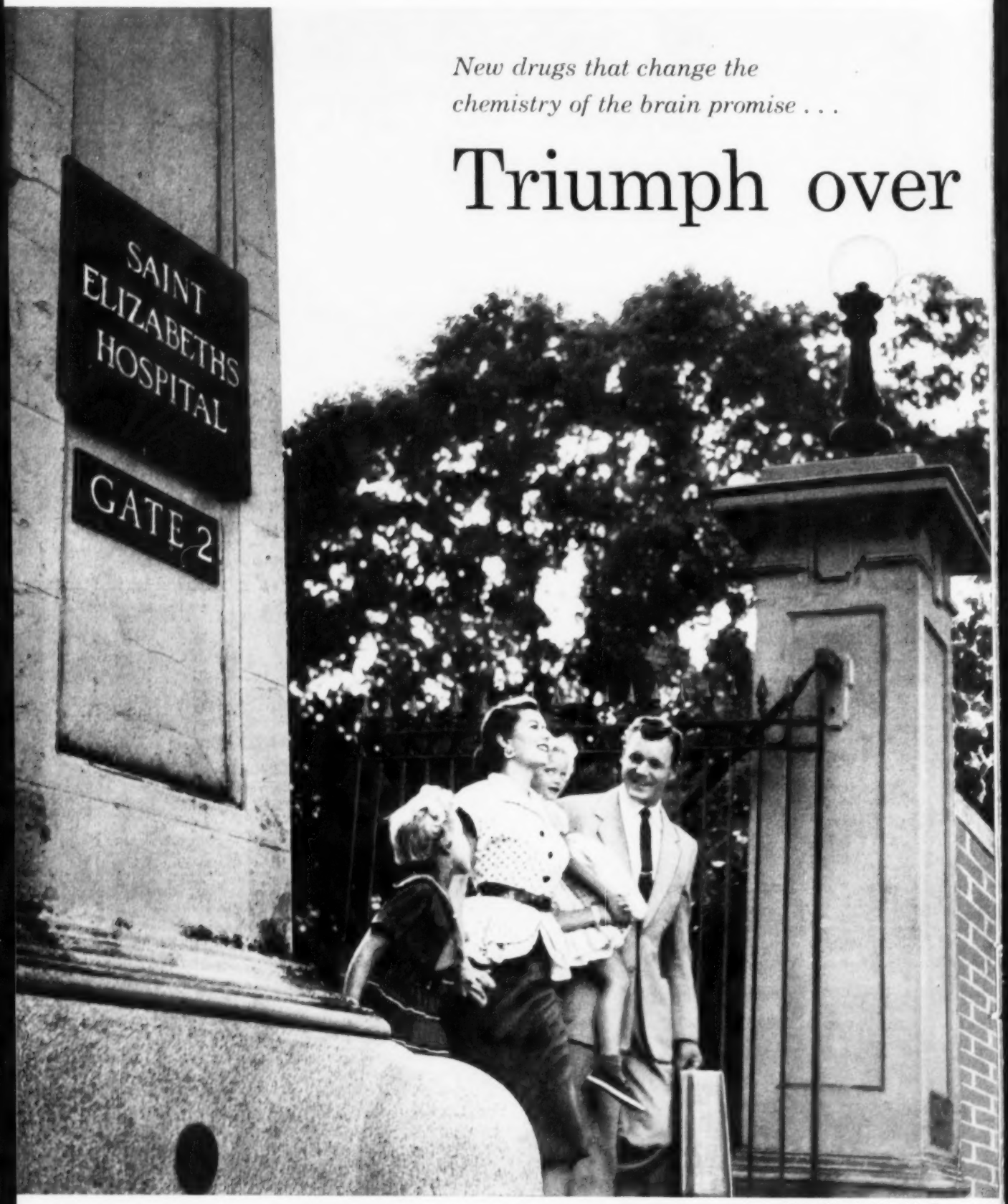
Said Iowan Gordon Hess, who farms 184 acres: "I think all that hollering about flexible price supports is coming from the landlords, not farmers. At least it's that way around here."

The angriest noises came from farmers and cattlemen in Oregon. Ike is still well liked, but there's lots of criticism of the men around him. Many farmers believe that the Administration has "turned its back on them," and are hit-

(Continued on page 94)

New drugs that change the chemistry of the brain promise . . .

Triumph over



PHOTOGRAPH: VINCENT A. FINNIGAN

mental illness

By Howard LaFay

THE young woman—call her Mary—had spent ten of her 33 years in mental institutions. She screamed incessantly; she was violent, abusive, destructive. Night and day for five years attendants had to keep her strapped in her bed at State Hospital Number One in Fulton, Missouri.

The diagnosis: Schizophrenia—the most crippling of all mental diseases. The outlook: Hopeless.

Then one day last winter the doctors started Mary on some pills containing a new chemical called chlorpromazine. Within two weeks, she was calm and relaxed. After six weeks her mind had begun to clear; she sat up in a chair. A month later, for the first time in almost ten years, Mary held a rational conversation with her overjoyed husband!

Variations of this "miracle" are occurring daily in hospitals all around the world. They are the result of a tremendously exciting breakthrough in the treatment of mental illness. For science has at last found chemicals—drugs with strange names like *chlorpromazine*, *reserpine* and *Frenquel*—that help to heal sick minds.

The drugs' amazing success underscores a startling revision in the medical concept of insanity.

Many psychiatrists are now convinced that mental illness is more than a disturbed state of mind; they consider it an actual *physical* disease. They believe that a subtle, as-yet-unknown change in the chemical balance of the body causes physical reactions in the brain that manifest themselves in the irrational conduct and delusions that we call insanity.

If this is true, they reason, administration of the right chemicals can, by correcting the bodily imbalance, clear the mind. The drugs now being used may be the first steps toward finding this chemical key.

Researchers can muster strong evidence to support their ideas about the physical nature of mental disease. For instance, Dr. Mark D. Altschule, Director of Internal Medicine and Research in Clinical Physiology at McLean Hospital, Waverley, Mass., reports: "During the past eight years, studies have been carried out at the McLean Hospital on the metabolism of patients with schizophrenic, manic depressive, and involutional psychoses. . . Our observations show that [these] patients . . . exhibit metabolic changes that are also found in a wide variety of bodily diseases. Accordingly, the finding strongly suggests that these psychoses are diseases and not merely states of mind."

We are entering a new era. Dr. Harry H. Pennes, Senior Research Psychiatrist of the Psychiatric Institute of New York, told me, "The next 20 years should bring great advances in psycho-pharmacology. New and better chemicals for altering abnormal mental states probably will be in common use. Chlorpromazine and the other agents have barely brought us to the threshold."

The threshold is bright not only with future promise but with present accomplishment. At Texas Medical Center, Dr. Vernon Kinross-Wright gave chlorpromazine—generally considered the best of today's "mind pills"—to 30 schizophrenic patients. Two months after treatment ended, eight were free of symptoms and living at home; 13 were much better, with most living at home; five were improved to some extent. Only four did not respond.

At New York's Manhattan State Hospital 750 patients with particularly poor chances of recovery were given chlorpromazine. Result: 53 discharged, 48 listed as "very much improved," and 475 as "improved."

A fresh approach to certain psychological problems of juvenile delinquency was explored by Dr. Robert L. Gatski who gave chlorpromazine to nine severely disturbed children.

"Within one week," reported Dr. Gatski, "all showed improved behavior. . . . They became calm, cooperative and more communicative."

Doctors don't know exactly how chlorpromazine works. It is basically a sedative but—unlike other sedatives—it doesn't leave patients doped or groggy. Quite the contrary, observes Dr. Kinross-Wright: "Intelligence, memory and judgment are intact, indeed are often strikingly improved, in most psychotic patients."

While drugs can produce dramatic "recoveries" in mental illness, do they actually cure? The answer is not simple. Some psychiatrists prefer to say that they effect a "social cure." In other words, the drugs suppress all the symptoms of mental illness, but leave the underlying cause untouched. However, when combined with psychotherapy, the drugs can—and often do—lead the way to permanent, basic cures.

Explains Dr. Addison M. Duval, assistant superintendent of sprawling (7,500 patients), efficient St. Elizabeth's Hospital in Washington, D.C.: "The drugs tranquillize excited patients to such an extent that they can work cooperatively with the psychiatrist to get at the root of their mental condition. In fact, chlorpromazine seems to *uncover* the patient's problem, leaving him accessible and anxious to be helped.

"Paradoxically, the drugs' usefulness creates a need for more psychiatrists. After being tranquillized, many patients realize their situation and are eager for psychotherapy—which is still necessary. 'Doctor, when can you help me?' they keep asking our overworked staff. Thus, we are faced with a challenge that is taxing the ingenuity, skill and resources of psychiatrists everywhere. But it is a challenge that is a joy to accept."

The full import of the challenge can be measured against a cold, statistical portrait of insanity—the greatest medical problem the world has ever known. Consider these facts:

• • An estimated nine million Americans suffer from some form of mental illness.

• • Mental patients now occupy over half of all hospital beds.

• • Of every ten babies, one will become a patient in a mental hospital.

• • Mental illness costs the nation

(*Continued on page 99*)

OUT OF THE SHADOWS. A "recovered and discharged" patient rejoins her family at the gate of a mental institution in Washington, D.C.—thanks to new drug therapy.

If I had it to do over

I'd still choose teaching

By Esther Casey

A YEAR ago last June I asked Betty, the pretty teen-ager who lives next door, about her plans after high school.

"Well," she replied, "right now I don't know. I *did* think I wanted to be a teacher, but Mother says it's a blind-alley career. She says. . . ."

Again, the same moth-eaten routine: low pay; no future; a lonely, restricted life; slight chance of meeting marriageable men.

"I want to get *married* some day," Betty summed up with spirit—"and have a raft of my own kids."

Well, I think it's about time someone answered people like Betty's mother, *who never taught school*. It alarms me to think of how many potentially ideal teachers seek other jobs because of these notions. And our school children are the biggest losers.

The wishful girl who likes children but turns away from a teaching career is a loser, too. Because actually there's a *fortune* in the field for young women. I know this from ten happy years in classrooms.

You needn't take my word. Surveys show: (1) that women teachers' chances for marriage are as good or better than in other fields; (2) they usually marry men of high caliber; (3) teacher training and experience prepares them for successful marriage and motherhood; (4) a high percentage of their marriages remain unbroken; (5) in most states the teacher's pay compares favorably with that of other women workers.

Over and over again teachers have told me: "I wouldn't be doing anything else for the world."

I have asked dozens of teachers and former teachers, "If you were just starting out would you choose the same career?" Some hesitated, thoughtfully weighing their answers, but every last one gave a final "Yes." They were quick to admit that it isn't a soft job, but a most rewarding one.

A recent survey on divorce placed teachers (and ministers) at the top of the list of those who stayed married. In a study made by the National Education Association, reports were obtained from 2,358 teachers. Of these, 1,880 were married; and only 10, or about one-half of 1%, were separated.

Why are teachers' marriages so apt to prove successful?

Claude L. Kulp, Professor of Education at Cornell University, says a teacher should: (1) understand and like children; (2) be kind and friendly; (3) practice patience and self-control; (4) have or develop a sense of humor; (5) guide without domination and (6) organize daily work to good advantage.

Aren't these the very qualifications for a good wife and mother? And in what other vocation can potential homemakers find the opportunity to develop and practice them all?

I don't claim that teaching has turned me into a model wife, mother or homemaker. But I do know this: The traits which I developed as a classroom teacher have certainly carried over to improve our home and family life. My association with children from all types of homes has helped me to be a more understanding person than I could ever have been without it.

When our children were small I put my household duties on a regular schedule. And it was made easier because of those earlier years of planning and classroom work.

Now, what about teachers' chances to marry? The Cortland (N.Y.) State

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PHOTOS: JOE MUNROE

EVERY man needs a HIDEOUT

Here's a secret recipe for living from one of Ohio's best-loved men. At 80, Walter Locke is alert, very much alive—and supremely happy

By Walter Locke

EVERY man needs a place where now and then he can get away from it all: from neighbors, telephones, wife, radios, daughter's boy friends, kids, dogs, cats, preachers, bill collectors—everybody.

Women take over a home. Kids, too. Sometimes houses just get too full of people. Choked up with them.

Now I've got the finest wife a man could ever ask for. I love my family. (That's my grandson in the picture.) And my friends are the best part of me.

But every now and then I've got to get off by myself. It's the way I keep acquainted with myself.

I'm writing this from a shack in the woods a hundred yards or so from our home. Briarlock. There's nothing but trees and a sweep of valley for company.

Here I work, or sometimes sleep. The chairs are not too comfortable, the cot is hard. I don't want it so pleasant that I'll loaf. Here I get on speaking terms with myself.

A person needs to be a hermit sometimes—to think out his own opinions without taking those already manufactured by neighbors, and newspapers. A person needs privacy—to be different from everyone else on the block.

Of course, he needs associations with friends, too. I go downtown every Wednesday to the Engineers' Club (how they ever stretched that to include me I don't know) and I wouldn't take anything for it. On Thursday I go to Rotary.

(I can't stand the speeches. I always leave before they start. But I wouldn't miss the meeting.)

You associate with people enough and you come to love them. Friends like that are about the best thing a man piles together here on earth.

But I need open spaces around people, too. Maybe because I was born in the West Virginia hills, grew up on the Nebraska prairies, I'm allergic to cities. Oh, they're good enough to visit and even work in, but not to live in.

Fortunately, my wife concurs. For the 24 years I newspapered in Lincoln, Neb., we had a farm 12 miles out, to which I walked at least once a week.

Then when we moved to Dayton, we found a retreat—13 acres of trees and glade and briars six miles from the center of town. There was a tiny lake fed by springs, big enough for a few crappies and bluegills.

At first we wanted merely a place in the wild where we had a right to be, a place with some boulders to sit on.

Then one day we found a farmer tearing down his log barn—logs as sound as the day they were cut in 1848. I bought the lot of them and started to build one room with a fireplace and porch.

You know how trees and ideas grow. When we were done we had a two-story cabin, 16 by 32, with two fireplaces. One thing led to another, including a water system and automatic oil furnace.

Such was our week-end hideout. But company came by carloads, and since we had plenty of logs left, we built a guest cabin, onto which grew a lean-to kitchen, bathroom, and hot air furnace. When guests came, we turned

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The dare I'm glad we took

Want changes made in your town? Streets fixed? New school or hospital? This newsman, challenged by a TOWN JOURNAL *story, discovered a way to get the improvements YOU want*

BY GENE MATTHEWS, Editor-Publisher, Bradford County Telegraph, Starke, Florida

"WHAT THIS TOWN NEEDS IS . . ." Starke citizens, under Matthews' community inventory plan, voiced their opinions. And the town council (above) listened. Result: new laws, many important changes in Starke.

IT WAS along our Florida coast that Ponce De León searched for the Fountain of Youth—a wonderful spring whose waters were said to make people young again.

The grizzled Conquistador never found his legendary spa, as every school child knows. And nobody has since. But here in the north-central part of the state, we *have* discovered how to restore in *towns*, if not in people, the vitality they had in their younger days.

You sense the magic in Starke when you talk to recent high school graduates, more and more of whom plan to work in our new industries. You see it in the many new homes we're building for young marrieds. And you feel it as you watch our new $350,000 hospital go up, or hear that the town council has just voted to expand our municipal power plant—for 1970's needs, not today's.

You'll observe changes in many towns these days. But I'll wager you'll find more of them here in Starke than in most other places of 5,000 population. That's because we don't just drift. We have a plan—one that I hope, after reading this article, you'll wish to try in your town.

We take stock of our town once a year, just as a store takes annual inventory, or as you size up your personal traits in order to formulate New Year's resolutions. We rate Starke's good points and its bad ones, decide what needs improving most, then do something about it—and have a lot of fun in the process.

Our plan, which I'll tell more about later helped bring Starke a wonderful new recreation program, a new zoning code, and a real start towards making the whole town prettier—all within the past 12 months. Long-time residents, seeing these changes—and others which would have come anyway—have told me, "Starke has made more progress than in any year we can remember."

Our *Bradford County Telegraph* pushed the inventory idea last year in some 50 articles and editorials—and for doing so won citations from the Florida Press Association, the Woodmen of the World, and our own Chamber of Commerce. That, of course, pleases me. But mostly, I'm excited because I think we

have here a plan that any other town—and any other newspaper—can use. I'm sold. I want to spread the gospel.

It all began when I picked up a copy of TOWN JOURNAL's "Do you Dare to Rate Your Town?" [February, 1954]. I recall commencing with some smugness to fill out the questionnaire that accompanied the story (the same questions are reprinted on page 100 of this issue). "Starke will do well on this," I figured, my thoughts darting from our fine old oaks overhung with Spanish moss to our wide streets, modern motels and friendly people. "This is a good town."

But was I prejudiced? Completing the quiz, I suspected I had fudged a little in checking "yes" after 30 out of 40 items.

I thought of other like-sized towns that had looked pretty dreary to me. Perhaps Starke might have shortcomings we hadn't thought much about—ones that might rub tourists the wrong way. It was worth a closer look. Then and there, the community inventory idea began to take shape.

First, we got a good cross-section of people to rate our town. We passed out copies of the quiz to members of the Parent-Teacher's Association, the American Legion and a junior-senior class in "American problems" at the high school. These 86 men, women and young people quickly confirmed my suspicions; the majority came up with only 28 "yes" answers—a failing grade.

Then we plastered the questionnaire and news of our unfavorable rating on page 1 of the next issue of the *Telegraph*. And that was just the start. Week after week, we ham-

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PHOTOS: LEVITON, BLACK STAR

EVEN THE CEMETERY GOT A WORKING OVER. Matthews' paper called attention to weeds there—and Garden Club members moved in with rakes. They cleaned up entrances to town, too.

STILL MORE PROGRESS IS BLUEPRINTED—new palm trees on streets, no more junkyards in the outskirts, maybe a swimming pool. Here civic leaders go over new hospital plan.

CHANGES TO INTEREST YOUNG PEOPLE—that's a goal of the Starke program. New homes (above) and new recreational facilities slow down the usual migration of youngsters to cities.

Russia was an eye-

The people are friendly; farming improves; but our delegation left with a new appreciation of what freedom means to us

By Herb Pike
Iowa farmer

PHOTOS: V. SOROLEV, SOVFOTO

FRIENDLY CURIOSITY. At Krasnodar, crowds packed the streets near the Kuban Hotel, where the Iowa farmers stayed. Most of these people were seeing Americans for the first time.

I WAS one of the fortunate 12 Americans who have just come from a 36-day, 10,000-mile tour of agricultural Russia. We felt that it gave us a really good look behind the Iron Curtain.

It's hard for an Iowa "country boy" like myself to write with much perspective about what I saw. Russia is a big place to see; we were chaperoned like a class of high school girls (not so much to keep us from seeing things as to make sure we were treated with friendliness); and it's hard to see the typical when you are obviously being shown the best.

Hence, none of us claims suddenly to be an expert about "the situation" in Russia. Nevertheless you get some strong impressions, and those I'm going to pass along.

The trip was definitely an eye opener.

Some things were better than we expected.

• • The food situation is not as bad as painted. The Russians are getting enough to eat, but mostly bread and potatoes. What's lacking is meat and dairy products.

• • The people we met out in the country are nice folks—intelligent, industrious, friendly.

• • The farmers seem content. They're not on the verge of revolution. Their lot today is better than ever. More consumer goods and a few conveniences are beginning to filter through the bureaucrats (who still get most of them).

• • The last thing the people want is war. The "thaw" seemed to us to be at least partly genuine. Barriers between East and West are coming down a little.

• • The cities are largely rebuilt. Stalingrad is 90% restored; it's far ahead of Berlin in this respect.

But on the other hand:

• • Everything I saw in Russia reminded me of when I was in the Army. Everybody operates on orders. The place is overflowing with bureaucrats.

• • Russian farming, while making progress, has a long way to go and is far behind ours. I realized as never

opener

before that our own high productivity is due fundamentally to *freedom*—to our system of family farms, individual initiative and independent action. The Communists will never equal it, I believe, without radical changes in their system.

• • The people lack contact with the outside world. Out in the country, many of them had never seen an American.

But we Americans, too, are more provincial than we ought to be. We overestimate the Russians in some ways, underestimate them in others. We know little about them.

To cite a small example, I didn't know that cucumbers, next to potatoes, are the principal staple vegetable in the Russian's diet. He eats them as we eat beans. (I used to like them myself, but after a month in Russia I've had enough for a lifetime!)

Russia's intelligen**tsi** (as contrasted with the common people) know a great deal about us. Our young interpreter, a graduate of Moscow's Foreign Language Institute, knew more about American jazz than I do. When we ran into U.S. Supreme Court Justice William A. Douglas at a collective farm, our young man remarked alertly: "Let's see, that's the Douglas who's an Associate Justice, not the Senator from Illinois."

I'm convinced that we need to know the Russians better if we're to match them in cold war or make friends with them in genuine peace. Many more groups should visit Russia, now that ours (and their group who came to the U. S.) have pried the lid off the deep freeze.

"But how can you evaluate if you see only what they want you to see?" I was asked upon my return to Iowa last week end. "How do you know the Communists aren't just trying to lull us into dropping our guard?"

I don't. The *people* are sincerely friendly; I can't vouch for the thinking of the Kremlin.

This much I do know. The Russians have not forgotten World War II. When you see the rubble still left, you understand how long it will be before they can fully trust the Germans. They resent, too, the worldwide ring of bases with which the U.S. has surrounded the Soviet Union. Like us, they seek constantly to strengthen their allies, and seek new ones.

In the dining room of a Kharkov factory, we saw two tables of Chinese—young engineers come to learn Russian methods. Later, I was to see flatcars loaded with heavy machinery headed for China; the Chinese ship soybeans in return.

At Moscow's tomb of Stalin and Lenin we stood behind 50 Hindus who were there with flowers. Russia, it appeared to us, is strengthening what she considers to be

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MOTORCADE OF ZIMS. During the first half of the trip the party traveled in six big cars that look like 1949 Buicks. Here, near Rostov, state and collective farm workers wave "hello."

PEDIGREED PORKERS. Charles Hearst and John Steddom, head of the Iowa Swine Producers Association, inspect a state farm. Woman is a "skilled worker" because she tends ten sows.

HERO OF SOCIALIST LABOR. Julius Kleiner talks with a harvester operator who has won eight medals for exceeding his quota. This photo was made at a machine-and-tractor station.

I went to see...

What makes flying SAFE

Skilled teamwork has built near-perfect safety record for U. S. airlines—now carrying 100,000 passengers a day

By Peter J. Celliers

HIGH in the night sky, a light flashes . . . moves . . . flashes again. And faintly to the watcher on the ground comes the drum roll of great engines speeding another huge airliner on its way. Before the night is over, it may have spanned a continent or an ocean, sailed the shifting seas of the sky from frozen mountains to palm-girt isles. . . .

Every five seconds, night and day, a U. S. airliner like this is taking off somewhere—to fly 100,000 passengers a day an average of 600 miles each—safely and on time.

The engine roar is louder up there in the thin, cold air—and comforting to the travelers in the softly lighted cabin. It bespeaks a safe, speedy arrival—as they drowse in lean-back chairs, read, call the hostess for coffee or a magazine.

They're not worried—and they needn't be. For smooth, on-time arrivals are now a routine miracle. Statistically, at present safety levels, you'd have to fly without a stop for nearly 500 years or 50,000 times around the equator before having a fatal accident.

You're actually safer in a plane than at home—and about 20 times safer than in your own car, acording to Jerome Lederer of the Flight Safety Foundation. Hard-headed insurance men have recognized this to the point that they'll now sell you $25,000 worth of insurance on your life for a round trip by air at $1.

Just why is flying so safe—despite a ten-fold increase in air traffic since 1949? To see, I asked TWA to take me behind the scenes on a typical flight from New York to Kansas City.

PILOTS REPORT AT AIRPORT two hours before take-off—to chart flight plan for comfort, safety and speed in light of latest weather reports.

I reached LaGuardia Airport with the crew two hours before take-off on a dripping, grey-black day recently, and went with Engineer William Newman to check our plane. Mechanics were working on it from scaffolds. Bill explained that six man-hours of inspection and maintenance are back of every hour the plane is in the air.

At that point, the foreman came up. The previous Flight Engineer had noted a gas leak, he said. They'd repaired that, but thought there might be another. This suspicion alone was enough to ground our plane. Another was substituted—though it meant rescheduling planes over the next two days.

That's the sort of safety margin every airline maintains. For instance, Bill noted in the ship's log that it had new tires. Though they have plenty of "life" left, tires are replaced after only 250 miles of ground travel. Similarly, an engine that will run safely for 1,500 hours is replaced after 1,200 hours in the air.

The same caution applies everywhere, I found, when I joined Capt. Jack Herman and First Officer Phil Schultz, who'd been readying our flight plan—outlining a course and altitudes for the fastest, most comfortable flight on the basis of the latest weather reports. The flight plan shows anticipated arrival time over ground-check points en route and alternative landing points if necessary. They figure their gas needs on it—allowing a 45-minute reserve, even if it means dropping paying passengers or freight.

Soon loudspeakers in the airport lobby were announcing "TWA Flight 59 . . ." Passengers began to flow into the plane: a businessman with bulging briefcase, two soldiers on leave, a clergyman and his wife back from Europe, a mother and two babies. . . .

Now the pilot and copilot came aboard. They'd had clearance from the Air Traffic Control office: No plane would be within 1,000 feet of us vertically nor closer than 10 minutes in horizontal flight. Forward, in the tiny cockpit, the two men were checking control settings, adjusting instruments in the feverish array of dials, levers, gauges, switches, lights and buzzers that spreads over walls and ceiling.

Soon the engineer came in, too—and I scrunched deeper in my corner. Then the copilot began to call off the first of what seemed to me an endless series of check lists. Captain and en-

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IN FLIGHT, pilots verify course against directional beams, and radio position to ground.

ENGINEER, who jockeys power in flight, double checks engines and gas before take-off. →

PHOTOS: WERNER WOLF, BLACK STAR

AIRPORT TOWER watches planes on radar, radios directions to bring them in by turn.

PHOTOS: ROBERT F. COGAN

EVEN THIS ALUMINUM BOAT can nestle in Warren Eisenbeiser's Chevrolet station wagon. It's easier than loading it on top.

Covered wagons stage a

You eat, sleep and camp in the new station wagons. They fit, say their fans, with the way we live today

By Franklin Mering

WHEN Bill and June Moss of Pittsfield Village, Mich., want to go to the movies and can't find a baby-sitter for their two youngsters, they face no problems.

While June pops corn and fills a thermos bottle with lemonade, Bill spreads a mattress and blanket in the rear of his station wagon. At the drive-in theater they munch, sip and watch the show, the parents in the front seat and the children standing behind them, with room to romp and freedom to collapse whenever nature dictates. The parents later transfer the sleeping youngsters from their highway bunks to their home beds.

Nine years ago, the Mosses would have stayed home, because they wouldn't have owned a station wagon. Although 29,500 wagons were built in the first full postwar year, they were constructed expensively

CALVES BORN ON THE FAR PASTURES get ambulance service in Jack Livingstone's new Dodge wagon.

THIS INFLATED RUBBER PLAYPEN, here tested by Allie Luckhart's kids in his Ford, is due on market soon.

PUT A WAGON IN THIS TENT and you get three rooms. The Hamiltons of Manchester, Mich., also like the weather protection

comeback

of wood, putting them beyond the reach of most people.

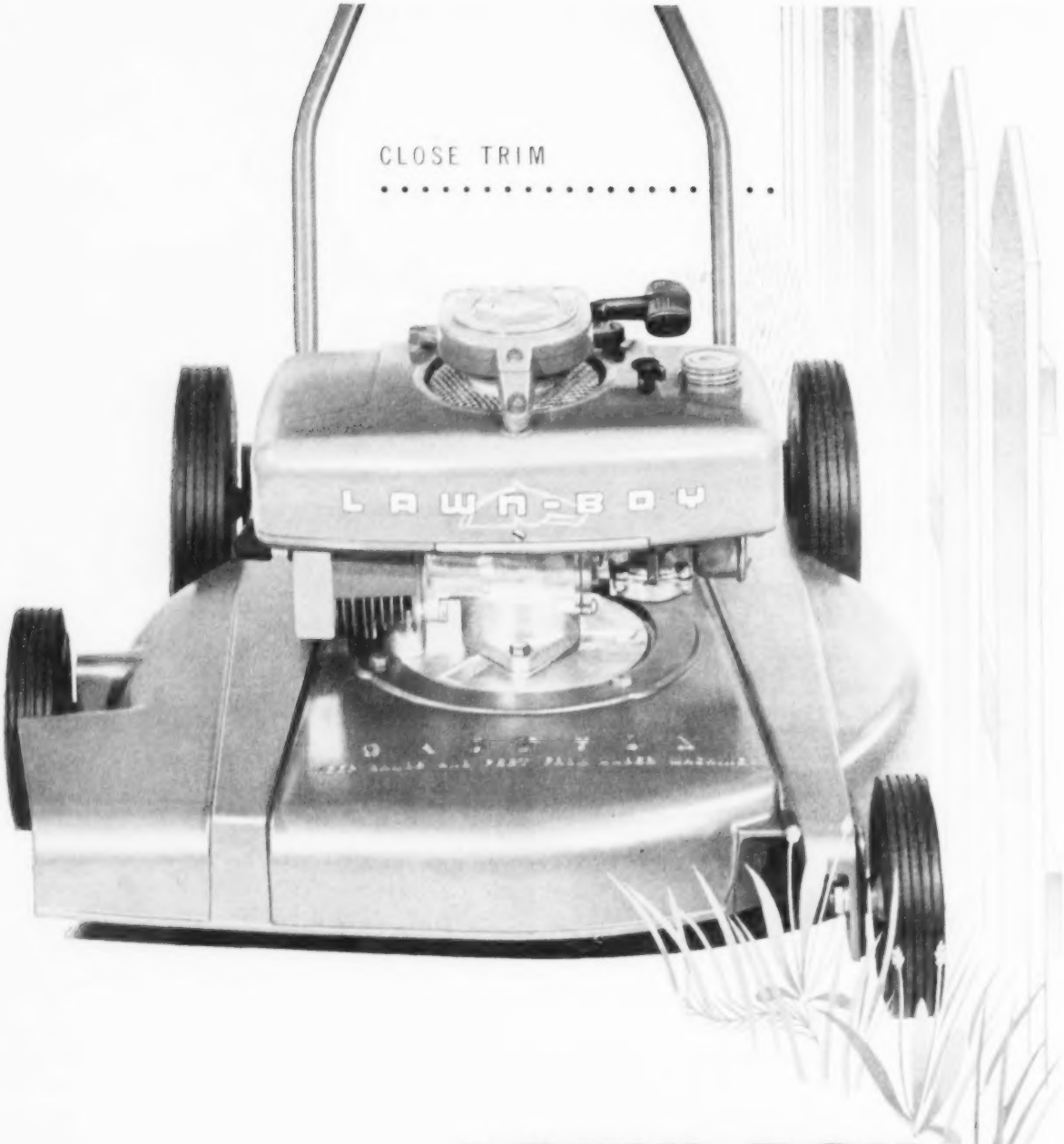
Today the station wagon has become everybody's car and business is booming. Domestic sales in 1954 hit 332,500, and this year may reach 450,000. As usual the customer is spearheading the boom by discovering more uses for this versatile model than the manufacturer can dream up in his most optimistic brochure.

There's Jack Livingstone who has a farm near Bridgewater, Mich. When his fifth child came along he told his wife: "We'll have to get a station wagon or carry the baby in the trunk of the old sedan."

But Livingstone found other uses for his capacious Dodge wagon besides carrying his family. When calves are dropped in the field, he fetches them to the barn in the station wagon; such expeditions are magnificent adventures in which his children take part. As the new-

WHY PAY A BABY SITTER? Bill and June Moss prefer, instead, to take the kids with them to drive-in movies. The children sleep.

PICNICS ARE EASIER NOW for Bob Jones and the Schaibles of Manchester, Mich. They use Plymouth tailgate for cooking space



modern america's power mower **LAWN-BOY**

Don't be on the fence — trim close to it! Beyond all boggling or speculation, the Lawn-Boy way is the easiest, lowest-cost way to make any lawn look better.

Simple and functional throughout, here's the one fine power lawnmower with every feature and every advantage. It'll do the four big jobs of lawn maintenance (cutting grass, trimming close, cutting weeds, and mulching leaves) and do them better than the old-fashioned mower.

Aluminum-light (only 38 pounds) and without complicated controls, Lawn-Boy makes "all-day" grass cutting a breeze.

You can always rely on an easy and instantaneous start from the powerful 2 h.p. Iron Horse engine. Designed and built exclusively for Lawn-Boy.

There's a Lawn-Boy dealer near you. See him and reserve your 1955 power mower now. Don't be disappointed this spring. Lawn-Boy is made only in Lamar, Missouri, by RPM Manufacturing Co.

RPM Manufacturing Co., Lamar, Missouri, is a subsidiary of Outboard Marine & Manufacturing Co. Makers of **Johnson** and **Evinrude** outboard motors.

born calf is tenderly lifted over the conveniently low tailgate, there are several juvenile nurses to tend it. The cow watches all this with great concern, and when the car heads slowly for the barn she invariably follows.

There's a University of Michigan professor who refuses to leave his two dogs behind when he takes his wife and children on the long annual summer tour. This whim automatically rules out any car but a station wagon—the only vehicle that will accommodate a two-dog kennel, a wife, two children and luggage, and still be comfortable enough for long-distance touring.

Warren Eisenbeiser of Chelsea, Mich., likes to take long trips to northern waters for trout. He puts his aluminum boat on top the car and his camping gear inside. There's room for all this, the wife and two neighbors. When he takes a short trip to nearby lakes for bass, he simply slides the boat into the accommodating interior of his Chevrolet 210.

The fact is that the Eisenbeisers, Mosses and Livingstones of this country have taken the manufacturers of the nation by surprise. Ford, which dominated the market in 1954 by producing half of all station wagons sold, still finds more customers than cars. Chevrolet is producing station wagons at two and one-half times its 1954 rate. Plymouth finds itself devoting 15% of its production to station wagons.

Similarly, the Rambler station wagon now accounts for one fourth of American Motors' production. Studebaker's Conestoga wagon, brought out only last year, has already taken over one tenth of the company's passenger car production. Chrysler, DeSoto, Mercury, Pontiac, Buick and Dodge are all in the game with happy results.

The reasons for the surge in popularity are easy to find. The transition from wood to metal bodies touched off the explosion. Metal bodies are safer, less expensive to make. The squeaks are fewer, deterioration slower, resale value higher. Willys built an all-metal wagon in 1946, and in 1949 Plymouth put an all-metal body on a passenger car chassis. Since then all manufacturers have gone to metal.

A second reason is glamor. The manufacturers, their ears attuned to growing demand, have decorated their wagons with all the hues of the rainbow and a variety of vinyls and fabrics (all washable but not necessarily hoseable) that appeal to women.

Today, the buyer can have either two-door or four-door wagons, two-seaters or three-seaters. If he's in the situation of Don Williams of Howell, Mich., who has nine children and lives in a district with no school bus, he'll take a three-seater. If he prefers more cargo space, he'll want a two-seater. The second seat folds into the floor, leaving a level deck on which two people can

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A good businessman gets his money's worth.

It's significant that businessmen by the thousand, both large and small, are insured in The Home Insurance Company. It pays to buy the best property insurance—whether it's on your business property, your car or your home.

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Low-Cost Luxury by Greyhound!

Air Suspension Ride!
Amazing Greyhound *Scenicruisers* and the smart new Highway Traveler coaches use Air Suspension principle to give you world's smoothest ride!

Six-Foot Picture Windows!
Glare-proof panoramic picture windows offer dramatic close-ups of wayside scenes. *Scenicruiser* has complete washroom—with toilet.

Perfected Air Conditioning!
Pleasant air conditioning cools and changes air every 60 seconds. Reclining easychairs with adjustable footrests let you relax in comfort!

Free! Map of America—with Tour Facts!
Mail to Greyhound Tour Dept., 71 West Lake St., Chicago, Ill., for colorful map illustrating 50 Expense-Paid Tours.

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T-1-55

GO GREYHOUND

sleep comfortably. The only mechanical differences between a station wagon and a conventional car are concessions to the wagon's greater weight, which calls for heavier springs, larger tires and a modified gear ratio. Owners testify that a wagon performs as well as any car.

The experts have associated the rise in popularity of station wagons with the trend toward bigger families and the migration of people from our central cities. City folks who move into the surrounding country often put their own labor in on their homes and landscaping; they need a station wagon to haul building supplies and shrubs.

Nearly half of all station wagons are used both for family and business use. That's why the carpenter, TV and radio serviceman, the electrician or salesman who calls at your door generally arrives in a station wagon.

There was once the notion that station wagons weren't comfortable on long trips. You'd get an argument on this from Mrs. Wallace Duncan of Prescott, Ariz., who took her six children on a trip to Seattle and returned in good spirits. You can hardly imagine that in a sedan.

On a trip, a station wagon has special value when the family drives to the motel office and finds that only one room is left. If bedding is available, the two children (or one parent) can sleep safely and comfortably in the wagon parked in front of the motel door. Many families do just this to relieve the strain on the budget.

Outdoorsmen have taken to the station wagon with special enthusiasm. In recognition of the wagon's special appeal to the fisherman and hunter, the Ford Publications Department has encouraged inventors to devise special equipment. Result, a number of challenging ideas like these:

• • A tent with a fly that extends over the top of the station wagon and fastens on the other side.

• • An experimental inflatable playpen, that saves the tots from many a bump when used inside the car on trips. At beachside, it becomes a wading pool for the very tiny.

• • A utility cabinet with compartments for stove, refrigerator, cooking utensils and dishes. It may either rest on the tailgate or—supported by inserted aluminum legs—be used separate from the car.

• • A plywood boat, light enough to be handled by one man; it fits inside a station wagon.

A car model has come of age when the accessory manufacturers begin designing special equipment for it! Recently one maker demonstrated a folding mattress tailored to fit around the wheel wells and cover the entire floor of the wagon behind the front seats.

Conventional cars often invite the owner to tinker, but the station wagon is specially tempting to the growing army of do-it-yourself addicts. One of the most ingenious is Stan Smith, who loves to roam the Eastern seashore in search of striped bass during the summer. Stan took advantage of the interior height of a Willys Jeep wagon to build up the floor some 19 inches, dividing it into lockers holding stove, icebox, fishing tackle, and miscellaneous items. Stove and icebox are in handy lockers near the tailgate.

Atop his car he built a luggage carrier, a holder for surf rods, and a water tank with a metal ring projecting over the rear of the car to hold a shower curtain. Forward he installed two five-gallon cans for drinking water, complete with spigots. "I pack in about everything except a couch and a TV set," says Stan.

Alert to the widening uses of station wagons, manufacturers are offering special models. The Nash Rambler, which has reclining seats that lower into a cushioned bed, is an example. Recently Studebaker came out with an "ambulet," a station wagon ambulance which will accommodate two stretchers or one stretcher and a nurse.

There's still another type of station wagon not yet mentioned—the carryall mounted on a truck chassis. These are made principally by such truck manufacturers as GMC, Chevrolet and International Harvester.

Whatever the model, station wagon owners continue to find new ways to use them. In Colorado, a rancher on the shoulder of the Sangre de Cristo mountains no longer needs a chuckwagon, when he drives his cattle to the high range. There's a place near a stream where the ranch road meets the trail. On the noon of the drive, his wife arrives there with a hearty picnic dinner stowed in the station wagon and the meal is served off the tailgate. In between such duties this station wagon—which is a four-wheel-drive Jeep—carries salt and fence-mending supplies up and down the steep borders of the range.

Back East at Montauk Point, Long Island, surfcasters on the prowl for stripers live out of their station wagons. Letting part of the air out of their tires and driving into the sand, they stay close to the water, sleeping in the wagon at night, eating off the tailgate—always ready to rush for the surf at the first rumor of an approaching school. There isn't enough housing to accommodate all the fishermen at Montauk Point during the run, but that's no problem in this Station-Wagon Age.

Until recent years, the nation knew only one vehicle that ever served all the living needs of the American family, and that, of course, was the covered wagon of pioneer days. Now, the covered wagon has come back, streamlined and colorful, with 150 more horses under the hood. **End**

Leave *all* your cares behind you! When you take the great highways to America's adventurelands . . . drive carefully . . . *and drive cheerfully*. You'll have peace of mind almost anywhere you may travel, when you've bought your family car "on time" through a General Motors dealer who uses the GMAC Thrift-Guard Plan. Like a transcontinental "family", over 270 GMAC offices in the United States and Canada can step in expertly to save you worry in emergencies away from home.

In case of loss or damage to your car, the nearest General Motors dealer will expedite prompt adjustment service preventing undue delay and expense. So, enjoy your trip and have a good time. GMAC stands ready to help you in time of need . . . just as GMAC helps you surely and thriftily *at all times* toward ownership.

The Plan that has helped Millions buy cars "on time"

IT PAYS TO FINANCE WHERE YOU BUY YOUR CAR
• ASK YOUR DEALER in CHEVROLET • PONTIAC • OLDSMOBILE
BUICK • CADILLAC new cars, and used cars of all makes,
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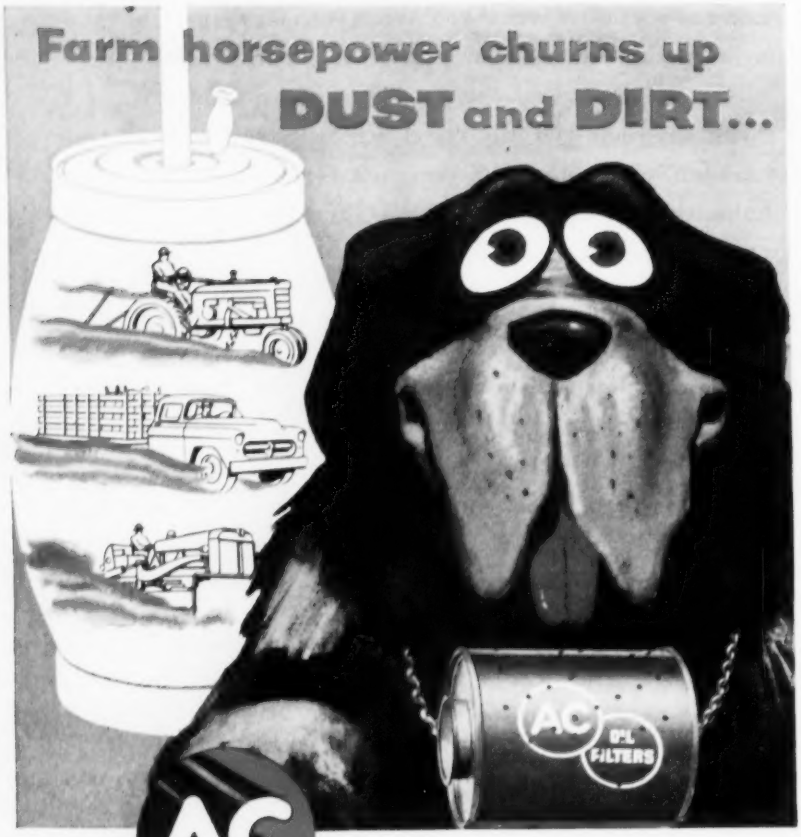
GENERAL MOTORS ACCEPTANCE CORPORATION



but AC OIL FILTERS come to the RESCUE!

One look at "Sludgie," the friendly AC Sludgehound, and you know he is living up to the "man's best friend" description. Of course, that AC Oil Filter 'round his neck is what makes him especially helpful to the man who operates engines in dusty fields and on dusty roads.

No farmer with machinery has to be sold on keeping it well lubricated. Good oil is good insurance. So are AC Oil Filters. They keep oil clean and free from dust, dirt, grit, metal bits that wear off. They filter out such particles even when they're microscopic.

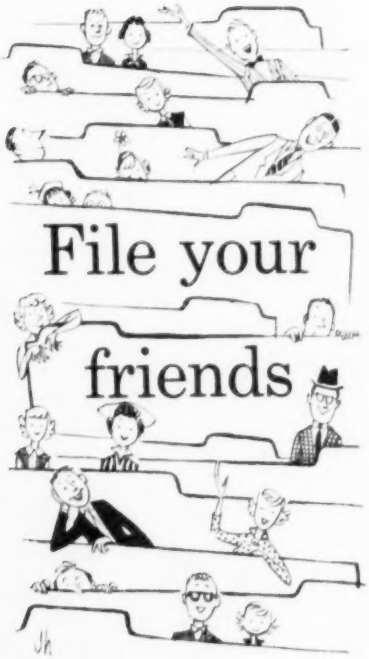
An AC Oil Filter won't affect detergents used in heavy-duty oil. So, for car, truck, tractor, field machines—AC Oil Filters are your best protection.

Protecting More New Engines Than Any Other Brand!

Watch **BIG TOWN**—NBC-TV

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN

GM GENERAL MOTORS



SUPPOSE you should be invited to dinner, as I was, at the home of a friend. And while you were chatting with your hostess in the kitchen before dinner, you happened to remark that you liked all kinds of food with three exceptions: pumpkin pie, mince pie, and pancakes. Suppose that when the meal was served and dessert arrived, everyone else was given mince pie but you found a little dish of apricots staring up at you . . .

If my hostess had been someone I knew less well than I knew Louise, I might have died of embarrassment. As it was, it started me thinking.

Obviously your hostess would much prefer to know the foods you like and the ones you don't; and you would much prefer that she did. But she can't know these things by intuition. You would be too polite to tell her—even if I wasn't!

Since that crucial evening I have eaten many pumpkin pies and many mince pies (not so many pancakes) in stoic silence. But I have tried to protect my friends from more of the same. In fact, I have filed them.

This is how I do it: At the top of each file card, I write the name of a friend or acquaintance. Beneath, I jot down each fact that I can recall about him or her—preferences in food; birthday, anniversaries, names and ages of children (better keep this up to date!); politics, friends and non-friends, enthusiasms, pains and hobbies.

You may be surprised when you start cataloging how little you know about your friends. (Just could be you've been talking too much of the time about yourself instead of being

interested in getting others to talk?)

Perhaps you noticed at a friend's house the lack of something that would make a welcome Christmas gift. Don't trust it to your memory: file it. Then at Christmas, that friend will say, "I never saw anyone with such perfect intuition for just the right gift at the right time." Or perhaps you noticed a flower or a scent that your friend found especially pleasant—or unpleasant.

I remember a woman who adored flowers but was made actually ill by the smell of lilacs. Once when she was in the hospital in lilac season, a friend sent her roses with the card, "Since these aren't lilacs, you know how anxious we are for your recovery." The patient was even more pleased about her friend's memory than she was about the roses.

Be especially alert in noticing which people seem to enjoy each other—and which don't. Then if you consult your file when you entertain, and select your guests with care, your party is already halfway toward success.

In spite of all your efforts, though, you will sometimes make mistakes. I once thought I was arranging an ideal dinner party that included a girl friend of mine and an eligible bachelor. Everything seemed to go beautifully and the bachelor was most attentive. Some days later, however, the girl confided to me that she had been avoiding that man for three years. Embarrassing? Not hopelessly. My card index gained a fact.

Filing your friends is a hobby that is very rewarding. When you know a person's tastes and foibles you're seldom at a loss for conversation. With such a good start, you'd be surprised at how often someone filed "acquaintance" will change to "valued friend."

Best of all, you forget yourself in thinking about other people and discovering ways of pleasing them. So, naturally, they seek you out as someone they'd like to know. You get in the habit of studying others—not to criticize, but to enjoy them more. And, while you're about it, you learn countless new facts and get many new ideas. You grow—and become a more interesting person than ever before.

—Helen Peavy Washburn

Friendly Advice

Drop in, next time, and take a chance
Instead of phoning in advance;
Your ringing us that you were coming
Had set our vacuum cleaner humming.
We polished, dusted, scrubbed, and mopped—
Except for lunch, we scarcely stopped.

Our furniture's a showroom scene;
Our rugs and drapes are fluffed and clean;
Our knick-knacks, shined, are neatly grouped;
But we can't entertain—we're pooped.

—Leonard K. Schiff

How your church or organization can raise money for a new organ

FREE BOOKLET

GIVES 49 TESTED METHODS. MAIL COUPON TODAY!

If your church or organization wants a new organ, but is having trouble raising funds, mail the coupon for a booklet that has helped thousands of institutions solve this problem.

It's called "49 Tested Plans to Raise an Organ Fund." And every idea in it has been proved by actual use. This valuable booklet will be sent to you without cost or obligation by the Hammond Organ Company.

And when you are ready to choose an organ, remember: A Hammond enriches church services as no other instrument can. It brings grandeur to club or lodge rituals, makes every get-together a festive affair.

Over 40,000 institutions have chosen a Hammond Organ. A few of the reasons: It provides a far greater range of tone combinations than any other organ. It is easy to play. No installation cost. No tuning expense ever, for Hammond is the only organ that can't get out of tune.

Why not see for yourself? Visit your Hammond Organ dealer soon for a free demonstration.

SPINET MODEL HAMMOND ORGAN Low-cost, compact. Ideal for small churches or Sunday Schools. Clubs and lodges, too.

Now! Percussion tones added

Now Hammond adds beautiful tones like harp, chimes, bells, celeste and other percussion effects. All these can be introduced with great expression into church music through Hammond's new "Touch-Response Percussion Controls,"* an exclusive feature found in no other organ at any price.

**The percussion tones are produced at the option of the player by playing any selected single note or full chord, in a detached manner, with a fingering pause of as little as 1/20th of a second.*

LOW AS $135 DOWN for the Spinet at most dealers. Often 3 years to pay. Other models for every need, every budget.

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MUSIC'S MOST GLORIOUS VOICE

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Without obligation, send "49 Tested Plans to Raise an Organ Fund" and details on the Hammond Organ.

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TO THE HAMMOND ORGAN COMPANY

THEY CAN HAVE A NEW KIND OF SECURITY
WITH EQUITABLE'S

LIVING

A BEAUTIFUL WEDDING just began the story of this happy marriage. The family Mary and Ed planned to raise had to be protected—and an Equitable Life Insurance Policy offered them the best kind of protection they could think of.

IN HIS BUSINESS, TOO, Ed has security—arranged by the Man from Equitable. If Ed or any of his partners should die, their families are guaranteed their rightful share of the business—in cash. This is only one of the many types of business life insurance that the Man from Equitable can tailor-make for you.

LEAVING THE HOSPITAL after a serious illness, Mary came home to her family without worries: the family's Major Medical Expense Policy from Equitable went far beyond ordinary hospitalization or medical insurance to help meet their expenses.

INSURANCE

VACATION DAYS for Mary and Ed are just a foretaste of the unhurried years of retirement. Ed's Equitable Retirement Annuity assures Mary and him an income for later life.

The best financial security a family can have is based on insurance.

This is where the Man from Equitable comes in, for he can help you select the right life insurance program for your family's needs and income.

Today—more than ever—you buy insurance because someone will live to benefit—and this someone may be you! For present-day Americans are living longer, enjoying more retirement years.

The increasing emphasis in life insurance today is on benefits for the living. This is, of course, the essence of *Living Insurance*, a good example of which is Equitable's new Adjustable Whole Life Policy.

When he talks to you about this new policy—and other equally fine Equitable policies—the Man from Equitable will show you how *Living Insurance* means things like these: family protection *now*; retirement income *later*; help in financial or medical emergencies; funds toward children's education; and cash values that are secure against any economic uncertainty.

See the Man from Equitable—**TODAY.**

The **EQUITABLE** Life Assurance Society of the U. S.

Home Office: 393 Seventh Avenue, New York 1, N. Y.

WHEN LINDA WAS ONLY 3, they took out an Equitable 15-year Endowment. The Man from Equitable showed them how Ed's regular payments on this policy would guarantee funds toward Linda's college education even if Ed died after paying only *one* premium.

Read this before you rob a bank

Beware of this innocent-looking girl—she's armed for bandits

With one hidden movement, she can turn the bank into a police trap

One of her best protections is a good old-fashioned scream

By Ed Koterba

THE churning tires of a careening light green sedan screamed the alarm. Frenzied shouts, "The bank's been robbed," echoed through the sedate little community of Blue Springs, Mo.

Police roadblocks were quickly thrown up—but the bank bandits had already sped out of sight. And thus began, on April 22, 1953, another case history in FBI files, another account reflecting the feverish rise in bank banditry since World War II—39 holdups in 1944, 100 in 1950, and 307 in 1954!

The Blue Springs job was another case of bandits thinking, "small town banks are just sitting ducks."

But it was precisely because Blue Springs *was* a small town—away from the bustle of traffic—that the gunmen's getaway failed. A plane of the Missouri State Highway patrol spotted their car half hidden under a grove of trees near an abandoned farmhouse. The pilot had traced fresh, black skid marks around sharp turns on Missouri's little-traveled macadam side roads.

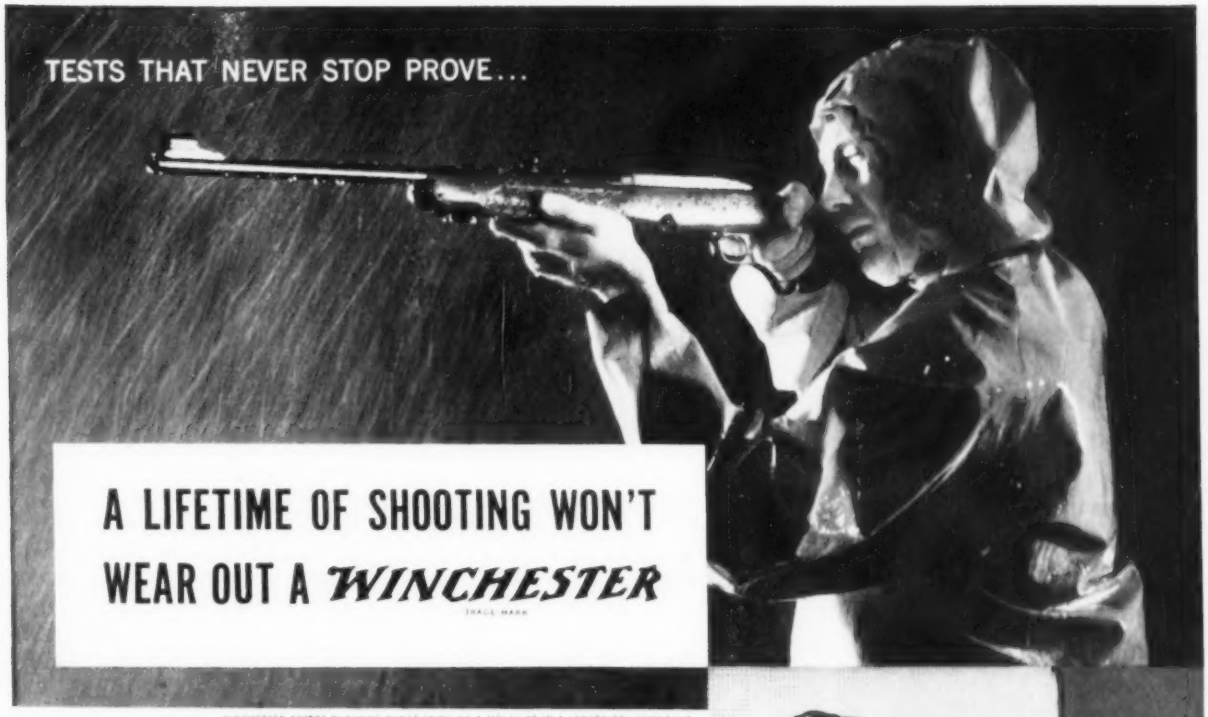
The bandits had left the car, but the still-warm trail led FBI agents and police to two of the three gunmen in Kansas City that night. The third was arrested three days later. Ironically, had the bandits picked on a bank in a much larger city, their trail would have been lost in a snarl of traffic. Small towns aren't easy prey! They come equipped with a natural anti-bandit device—curiosity.

Take the case of the Midwest housewife, on a shopping trip downtown. Near the bank she stopped short and thought to herself, "I wonder who in town has a new Cadillac?" The car was parked at the curb near the bank. Almost automatically, she made a mental note of its tags—and thereby led police to the Cadillac's owner when, later that day, he robbed the bank.

A stranger with larceny in his soul may drift undetected through a big bank while "casing" the place, but one would-be bandit found it wasn't so in a small Illinois bank not long ago.

He strode nonchalantly to the service desk and, toying with a deposit slip, began to look casually about. To his

(Continued on page 98)



A LIFETIME OF SHOOTING WON'T WEAR OUT A *WINCHESTER*

TRADE-MARK

WINCHESTER EXPERT CHECKING FUNCTIONING OF A MODEL 88 IN A LABORATORY COMPTOUR

Nothing but a perfect rifle can pass Winchester testing technicians. First, experimental models are subjected to every conceivable abuse and must function flawlessly. They are given an endurance test equal to several lifetimes of hard use—accuracy checks that guarantee superb shooting ability—gruelling mud and water tests to check performance under almost impossible conditions.

Second, once in production, testing on an accepted rifle goes on forever to make sure there is no relaxing of Winchester standards. *Every* Winchester is proof-tested with overloads, *every* Winchester is fired from the shoulder for accuracy and alignment, *every* Winchester gets a functioning check. Winchester rifles are the unequaled standard of the firearms industry—they will hold that position as long as they are made.

High speed photography that freezes bullets in flight is an invaluable aid in determining barrel vibration patterns. Winchester engineers use this information in the creation of rock-steady barrels for ever-smaller groups.

Standard Big Game Rifle of the World

The Winchester Model 70. Barrel and action both made of Winchester Proof-Steel. American Walnut stock. Hinged floor plate. Three position safety. Wide choice of style, grade and caliber.

Priced from $120.95*

Exclusive Speed Lock action of the Model 70 gives fast, smooth cocking on opening movement of bolt. Locking lugs allow no yield through bolt, prevent development of excessive head space. Trigger and sear machined from single forgings . . . crisp letoff.

Every Winchester gets an actual fired-from-the-shoulder test to make sure that accuracy is up to the standards set by the greatest firearms makers in the world.

Here, in the proof house, is where every Winchester gets its final test-firing with proof overloads. Upon passing, the barrel and action are stamped "WP," your symbol of shooting safety.

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**Prices subject to change without notice.*

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Keeping Up-to-date

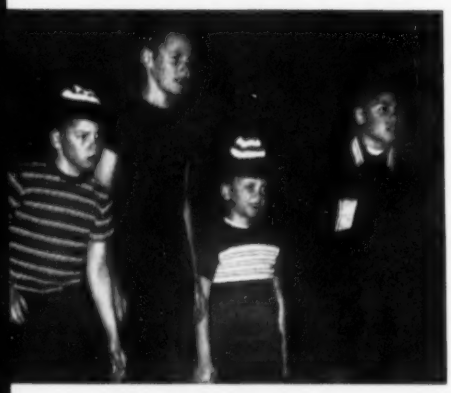
IN YOUR HOME

A FLEXIBLE COMB fastens this feather-light hearing aid in the hair, so no cords need show. Hard-of-hearing women can wear party dresses with no one the wiser. An all-transistor instrument, the Beltone "Allegro" is so light that it's comfortable to wear, can be hidden by casual hair styles.

YOU CAN SPRINKLE CLOTHES FOR IRONING in General Electric's new dryer. Just set "conditioner dial" to tumble the dryer-cylinder without heat. By inserting sprinkler attachment, you can evenly dampen up to 4 pounds of dry clothes.

FINE GIFT FOR STUDENTS is a new pen that fills with a cartridge, like a ballpoint, but writes with the line shadings of other Sheaffer Fine-line pens. Costs $2.95, with two refill cartridges.

KEEP YOUR FEET DRY, even when you get caught in the rain without rubbers. A silicone treatment for shoes, which you can apply at home, prevents leather from soaking up water. Naturally shoes won't get stiff either, or develop water stains. Dow Corning's "Shoe-Saver" is $1 in shoe stores.



CHILDREN WILL BE SAFER AFTER DARK when dressed in outer clothes woven with new "Flecton" yarn--adult pedestrians, too! Garments look and feel like any others, until they come under beam of car headlights. You can see what happens then in this picture. The lads with reflectorized shirts and caps can be spotted 800 feet away, while the other fellows would not be seen until car was only 250 feet away. "Flecton" yarn, developed by Minnesota Mining and Manufacturing Co., doesn't affect washability. It will be woven into many garments you can buy this fall: children's snowsuits, men's and boys' sport shirts, women's rainwear, umbrellas, mittens, knitted caps and tams.

ELECTRIC SHEET OF white cotton plissé placed between regular sheet and top cover will preheat bed, keep a sleeper warm all night. The Westinghouse sheet, which can be washed in an automatic washer, is 70x84 inches, suitable for either double or twin beds. Price, with single control, is $24.95.

RUN-DOWN HEELS? Instead of cast-iron heel inserts, ask your shoe repairman for new ones molded of "Zytel" nylon resin--they won't scratch floors.

YOUR CLEANSER CAN won't leave a rust ring on your sink if you cover it with a new Bakelite polyethylene shaker. Made in kitchen colors by Plastray Corp., 823 Fisher Bldg., Detroit 2, Mich., it costs 49¢ in variety stores and supermarkets.

G-E Freezer holds 525 pounds . . . yet takes less than 1 square yard of floor space!

ENOUGH FOOD TO FEED A FAMILY OF 4 FOR 73 DAYS

Here's a big 15-cubic-foot freezer that's so compact it fits into even a *small* kitchen . . . stores enough food to feed a family of 4 for 73 days not including, of course, the usual staples and foods you don't freeze.

The new General Electric Freezer also gives you all these wonderful convenience features: juice can dispenser, ice cream conditioner that keeps ice cream at spooning temperature, two easy-freeze trays for loose-pack freezing, five refrigerated surfaces, deep Stor-well.

And, every G-E Freezer has the same type of sealed-in refrigerating mechanism that has kept 3,500,000 G-E Refrigerators operating so efficiently for periods of 10 years or longer.

Look in the classified telephone book for your nearest G-E dealer. See the complete G-E Freezer line. General Electric Company, Appliance Park, Louisville 1, Kentucky.

Two in one! In addition to the convenience features of an upright freezer, the compact G-E Freezer gives you the advantages of a chest-type freezer, too. G-E's Stor-well and baskets (above) provide 4.4 cubic feet for storage of bulky items.

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GENERAL ELECTRIC

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25 inspiring religious cards with Bible verses

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Dept. 220, White Plains, N. Y.
Please rush samples and full details of your easy money-making plan.
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City_____ State_____
If writing for an organization, give its name_____

Second Thoughts

I STILL loathe wells; they're a symbol of back-breaking drudgery, as far as I am concerned. But I look at them—and at a lot of other things—just a little differently now.

It happened when we moved to the country some years ago. We had no running water. So everything had to be drawn up in buckets from the well—water for drinking, for cooking, for washing, for baths. It got so that I became almost angry anytime anyone took a drink. I'd have to draw more water sooner as a result! It also meant that baths were a weekly affair and washday a recurrent horror. Yes, life seemed so hard . . . and the symbol of it all was that well.

Then one day, my friend and her two boys came out from the city to visit us. The boys and my girl went romping off while the grown-ups sat down to coffee—made with well water, made with my life energy, I felt.

After chatting a while, we went out into the yard, too. And the sight we found was enough to make me cry. There were the two boys *playing* with the well, actually enjoying that monstrous, evil thing while my daughter watched. They'd draw water up, then turn the bucket over to hear the water splashing back. But all I could see was that their fun made a mockery of my toil.

As soon as she saw us, my four-year-old ran over. "Mother," she said in tones of deep concern, "Joe and Billy don't have a well at their house. Isn't it a shame? They only have a faucet!"

My self-pity dissolved in the laughter that followed. But the more I thought of it, the more I realized that I had *made* a monster of that well. On second thought, I saw that happiness doesn't depend on what you're doing but on how you look at the job.

Now, if children track mud in from outside, say, why I get it cleaned up sooner and with a lot less effort by realizing that mud is a price adults pay for their children's happiness. And so with any tough chore: It's got to be done, but it is so much tougher if you're resentful about it.

Mrs. J. V. Wills

Bruceville, Texas

Send your "everyday experience with a year-round lesson" to Second Thoughts Editor, TOWN JOURNAL, Washington 4, D. C. Published letters (under 400 words) will win $25.

IF YOU HAVEN'T USED

NEW ***Sani-Flush***

YOU'RE MISSING SOMETHING!

NEW Easy-to-Open Top!

- Press thumb under tab—it flips right off. Snaps on to close. Spill proof, too! Container won't break when dropped.

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Sani-Flush

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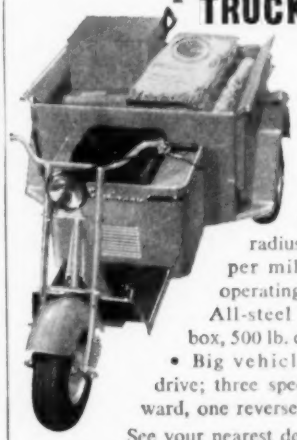

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See your nearest dealer for a FREE demonstration or write for illustrated literature.

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PHOTO: ZIMMERMAN

How to have a PICTURE LAWN

By Katherine M-P Cloud

COME the hot days of August and early September, would you settle for a pleasant backyard like this one? It's not too hard to achieve, especially if you have a big tree or two that will give you that dappled shade.

Let's take this yard apart and see what its secrets are. (It's owned by Mary Merrick of Pennsylvania.)

First it's enclosed! That's why it's so intimate, private, and cozy. It has a frame around it, and frames do wonders. Miss Merrick's is a natural one, consisting largely of flowering shrubs against a fence. Hedges serve a similar purpose.

Second, the lawn is unbroken. It's not a large yard, but it seems ample enough when it is not broken up by beds of flowers or other distracting details. An unbroken sweep of good turf is pleasing.

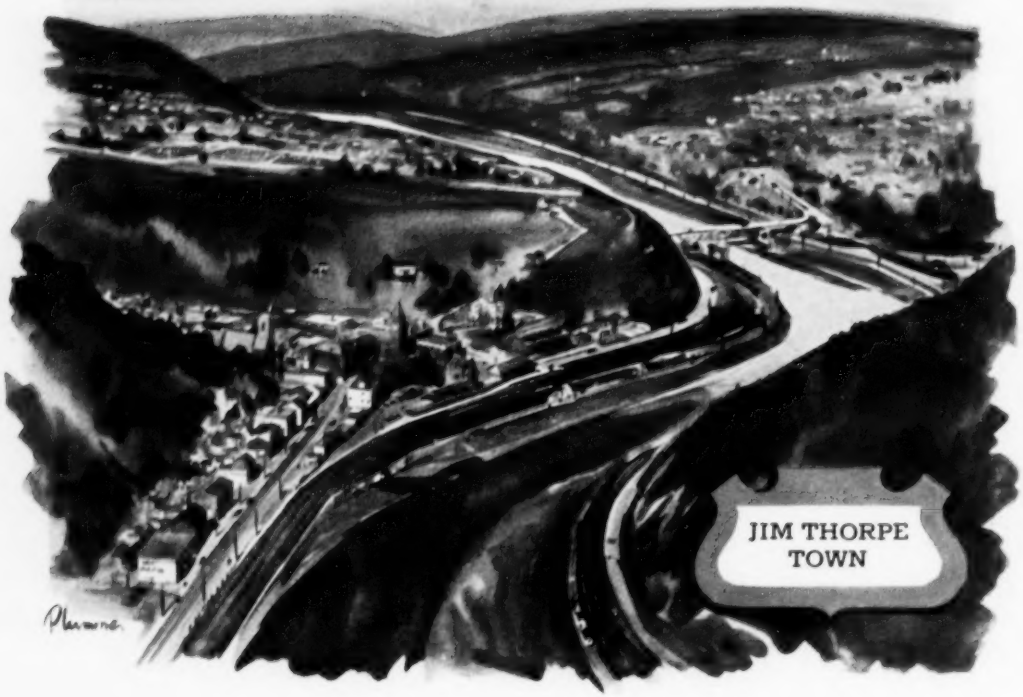
Third, it's well planted, with the flowers in a bed around the edge, in front of the shrubs which make a background.

If your place is sunny, selecting perennials is easy; if it's shady you'll have to choose with more care. Spring flowering bulbs are invaluable. Add to these bleeding heart, primroses, columbine, Jacob's ladder, blue phlox divaricata, pansies, forget-me-nots, and English daisies. For later blossom: plant balloon flower, speedwell, evening primrose, the lilies, begonias and phlox. Most of them will stand some shade.

Ferns in the shadier spots are lovely; they look so cool and luxuriant all summer long. And for the shadier nooks try sweet rocket, trilliums, lilies-of-the-valley and Virginia cowslips. Among the shrubs and trees, azaleas, rhododrendrons and hollies will do well in shade, although all prefer a little sun during the day.

Along with all of these there are the annuals you will want for late summer.

Fourth, note what the white furniture does for this porch and lawn. The iron seats at the far end are decorative and furnish a note of accent. That iron and glass table in the foreground is not only graceful but it looks summery—and cool. Finally the white iron work at either side of the porch frames the whole into a lovely picture. Simple, inexpensive touches, all of them, but effective. **End**



How'd your town get its name?

Here's how one did. America is filled with curious stories of how others got theirs

By John C. Long

THERE'S a human story behind the naming, or re-naming, of every town; and perhaps there's no stranger tale than how Jim Thorpe, Pa., got its name.

Jim Thorpe is not a new settlement. For 100 years it was known as Mauch Chunk and East Mauch Chunk. In their early days both were thriving towns, but they had fallen into decline.

Then one afternoon Joe Boyle, the local newspaper editor, had a hunch. Why not raise a prosperity budget—have every man, woman and child pay 5¢ a week into a fund to promote the community and attract new industry? It has worked. Every social club backed it; so did schools, churches and civic bodies. The population of 6,000 raised $22,000 for its Nickel-A-Week plan in just one year.

And here Jim Thorpe enters the story. Thorpe, the renowned football and Olympic star, was voted the greatest athlete of the century in a recent Associated Press poll. When he died, his widow hoped he'd have some suitable memorial, but, though his native state of Oklahoma planned one, nothing happened. Meanwhile, Thorpe's remains rested in a mausoleum in Tulsa.

Then by chance, on a visit to Philadelphia, Mrs. Thorpe saw a TV program describing Mauch Chunk's Nickel-a-Week plan. She thought: "Now there's a community that can grasp an idea."

She hurried to Mauch Chunk with a proposal that the town do something about her memorial idea. Even though Jim Thorpe had perhaps never heard of Mauch Chunk, the town had heard of him. A famous name was just what the town needed for a new era of growth. Shed the old! Get a new start!

On election day, citizens adopted the new name 10 to 1. And the two Mauch Chunks combined to make one town. With the new name has come new zest—and a new furniture factory.

The body of Jim Thorpe has been moved to this town he never saw, and a mausoleum will be built.

Jim Thorpe, the town, is on its way.

YOUR TOWN'S NAME—
How Did It Happen?

If your town has an odd name, and there's an interesting story behind it, tell us about it. Enclose a sharp snapshot, if possible, of highway sign. Address Town Name Editor, Town Journal, Washington, 4, D.C. We will pay $25 for any we use. (We cannot return unused manuscripts.)

Ask Town Journal

Where can I get information on cleaning old paintings?

A. *How to Take Care of Your Pictures* by Caroline Keck (Simon and Schuster, New York; $1.95) is a "primer of practical information." It's in libraries or can be ordered through art museums, your bookstore or from the publisher.

Professional work is advised if your painting has much monetary or sentimental value. For a list of competent restorers, ask the nearest art museum.

What is the scientific explanation for the "roaring of the ocean" we hear in seashells?

A. This noise is a composite of echoes of many ordinary sounds occurring near the shell. Due to the shape of the shell and its smooth interior, the smallest vibration is magnified and produces an echo. Many of these echoes are blended, and together with the sound of your pulse beat, result in the "roar."

Can you refer me to a publication on tree propagation, including discussion of grafting and budding?

A. Farmers' Bulletin 1567, *Propagation of Trees and Shrubs* (54 pages, illustrated), covers the subject in detail. A single copy is free from Office of Information, U.S. Department of Agriculture, Washington 25, D.C.

Does the name of the MIG jet plane have any significance?

A. The name stands for the Russian designer team of Artem Mikoyen and Mikhail Gurevich.

We want to build a log cabin. Where can we get instructions?

A. Order *Building with Logs* (25¢ from Superintendent of Documents, Government Printing Office, Washington 25, D.C.). This booklet, with illustrations, includes directions for making tables, chairs and other log furniture as well as plans for constructing log buildings. Ask your lumber dealer, too.

What is the deepest river in the U.S.?

A. The lower Mississippi. Sections are more than 200 feet deep.

If you have a question which you think many others would like to see answered, send it to ASK TOWN JOURNAL, *1111 E St., N.W., Washington 4, D.C.*

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Duo-Therm Imperial model 625-PA Oil Home Heater with Power-Air. 3-4 room capacity. Modern design. Sandalwood finish. SAVE $30!

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Why face another winter of underheated rooms and overheated ceilings? Save $30 on these brand new Duo-Therm Imperials, complete with automatic Power-Air blower.

Here's luxury Duo-Therm "living level" heat. Head-to-toe comfort that's healthier for you. Exclusive automatic Power-Air circulates heat into farthest corners. Puts lazy ceiling heat to work—saves up to 25% on fuel. Gives you more uniform temperatures, floor to ceiling, wall to wall, room to room.

More deluxe features! Duo-Therm's 6-stage *Dual Chamber Burner* gives you clean heat from lowest to highest fire. Has reserve capacity for extra cold days. *Waste-Stopper* prevents heat from rushing up the chimney. Big *Radiant Doors* for quick spot heat.

Other Duo-Therm Oil Models from $69.95*. Listed as standard by Underwriters' Laboratories. See your Duo-Therm dealer *today!*

Outstanding Values in GAS too!

Wide choice of GAS home heaters, including the all-new Mayfair model 1204, with beautiful new Sandalwood finish. All gas models approved by AGA. Prices as low as $64.95*. Fully *automatic heat* at low extra cost: All-In-One Control that operates burner, Power-Air circulates heat room-to-room, Automatic temperature control.

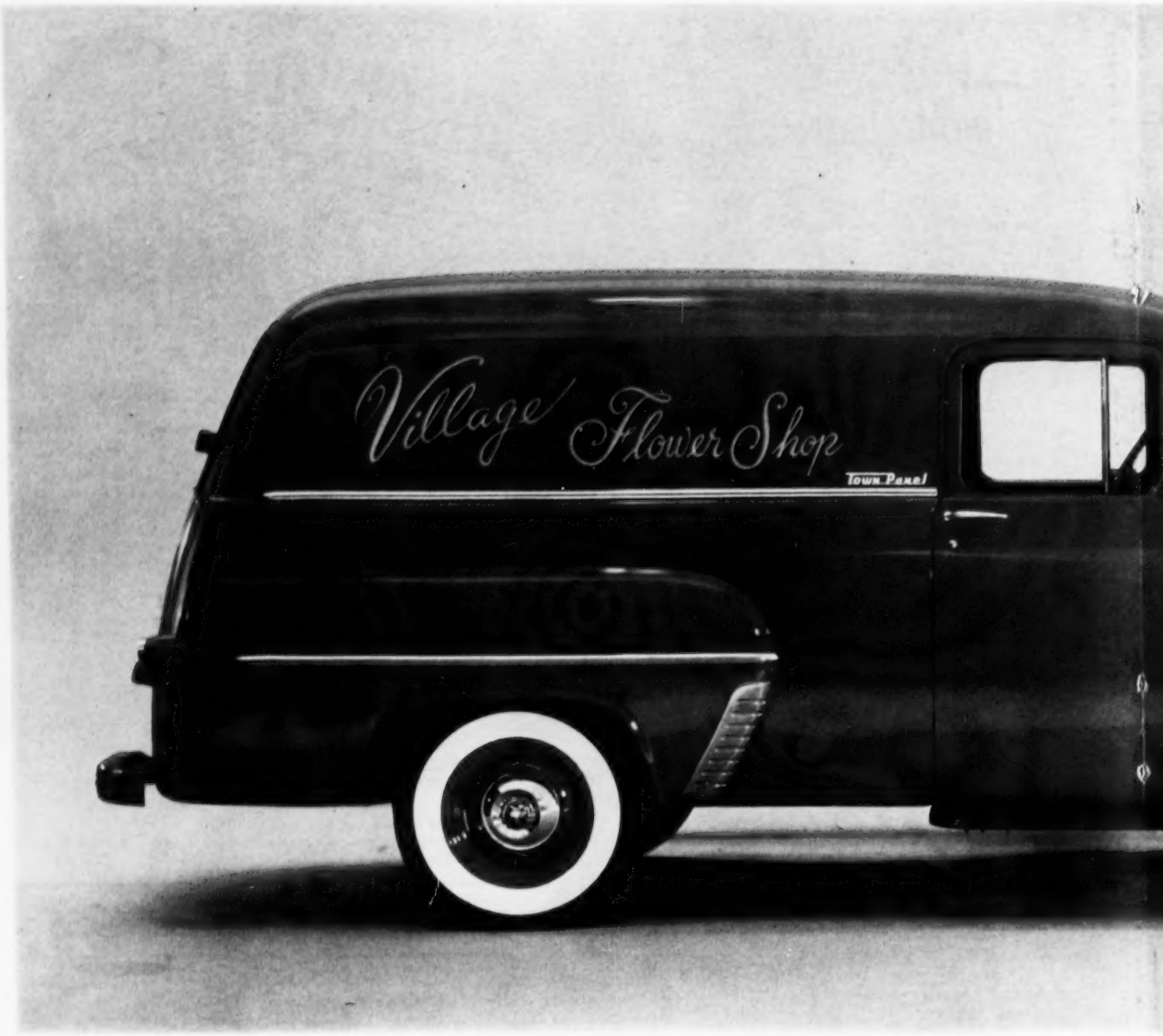
*Prices slightly higher in West and Canada.

Nearly 3,000,000 warmly satisfied customers

DUO-THERM *Always the Leader*

Division of Motor Wheel Corp., Lansing 3, Mich.

Manufacturers of Duo-Trim Power Mowers, Duo-Therm Home Heaters, Water Heaters, Gas Incinerators. © 1955



STYLED TO GIVE YOUR BUSINESS THE *FORWARD* LOOK

Here's the modern way to advertise your business! It's the Forward Look in trucks . . . new Dodge "*Job-Rated*" trucks.

These new trucks are a dream to drive! Sleek, modern style—easy on the eyes! New, wrap-around windshield—*biggest* of any truck! You *see* better, *drive* with increased safety! Sharp turning gives easy handling—speeds deliveries.

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NOW! LOWEST PRICES!

Standard Dodge panels and pick-ups are now priced lower than any leading makes! Many other models are lowest in price, too. For your best truck buy, see your Dodge Truck dealer!

Dodge "Job-Rated" Trucks

WITH THE FORWARD LOOK

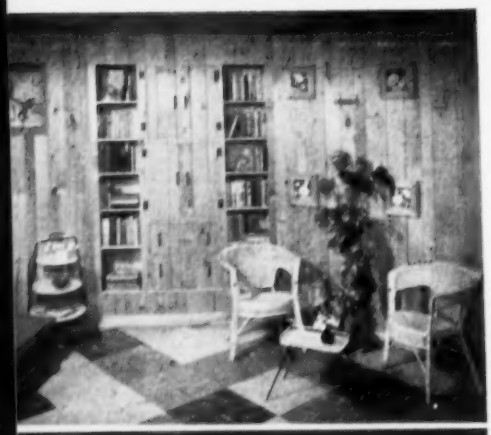
TWO WAYS TO GET A

second room

By Kathryn Larson
HOME FURNISHINGS EDITOR

THESE two rooms—one a basement, one an enclosed porch—are the families' favorites for leisure time. It's easy to see why: Each is colorful and bright, casually but comfortably furnished, and well-equipped for diversions: TV, music, hobbies and games. A place where noisy fun won't disturb the rest of the household.

Whenever a family that I'm visiting tells me "This room is where we *live*," I see just such comforts as these.



MODEL TRAIN TABLE looks like paneled basement wall (above) until Parker Borg swings it down for play with sister, Leslie. Hinged pictures become sturdy table legs.

Build family hobbies into a cheerful basement room and you'll agree with the Borgs, "It's the most-used room in the house"

MANY-COLORED FLOOR TILES, four to the square, give this basement room a carefree, fiesta look. The Lloyd Borgs took advantage of their sloping lot in Wayzata, Minn., to make the room extra light and airy, with a window wall overlooking the patio. Mr. Borg made the roll-around Coke bar—pleases teen-agers and grown-ups.

DATA: ELIZABETH CLEMONS
PHOTOS: REYNOLDS PHOTOGRAPHY, INC.

for family living

PHOTOS: KRANZTEN

DATA: JESSIE WALKER

COMFORTABLE SEATING, built-in game storage help insure popularity of the B. L. Pollaks' family room in Northbrook, Ill. So does proximity of the kitchen, where Jay loaded the supper cart—while Dad takes his turn at Scrabble, and Mrs. Pollak reads aloud to Richard and Mike. Easy-to-keep room has oak-paneled walls and tile floor.

Furnish a closed-in porch like the Pollaks', and you'll see why Mrs. Pollak says, "No one wants to go anywhere else"

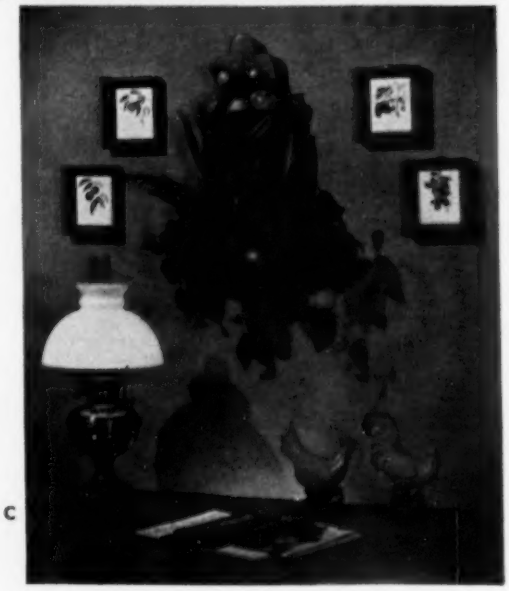
MANY-WINDOWED ROOM was made from screened porch. In an emergency move to handle a large wintertime party, the Pollaks "insulated" the porch with packing material. That stunt convinced them they should enclose it for keeps as an extra, all-year room. End

PHOTOS: RODNEY McCAY MORGAN

TWIN COPPER PAILS, bought at a country auction, make top of lavabo. Copper spigots are soldered on. For the planter, Mrs. Ralph Carter of Sandy Springs decorated the tray from an old portable icebox.

A

B



C

Lavaboes–

A new decoration to make for your walls

By Susan Jones Medlock

THE DICTIONARY says that a lavabo is "a wash basin with its necessary fittings." Rare old ones are much in demand today—not as "plumbing," but as wall decorations. (The wash basin becomes a planter.) And they are expensive—$100 and more.

But you can make any of the lavaboes pictured here. They're just junk, painted and stencilled; then fitted with a little spigot to look authentic, and mounted on wood panels. They were all made by neighbors in Georgia; a friend, Clay Boone of Buckhead, helped think up the ideas described above and below.

A. Trash basket, split lengthwise by a tinsmith, is mounted on board. Mrs. Walter Spivey, Jonesboro, uses half dishpan below.

B. Flour sifter from old kitchen cabinet is cut in half, hung upside down. Dell Fleming, Buckhead, added a baking pan for planter.

C. Wood salad bowls, sawed in half, are screwed to matching panel. Mrs. O. C. Mitchell, East Point, lined planter with tin. **End**

RCA Victor announces

The Big Change in Television

TV's first complete re-styling with TV's finest performance

A. 24-in. **Wayland** (24T6142) $249.95. **B.** 21-in. **Headliner** (21T6082) $199.95. **C.** 17-in. **Thrifton** (17S6022) $149.95. **D.** 24-in **Winthrop Deluxe** (24D679) $500. **E.** 24-in. **Everest Deluxe** (24D655) $349.50. **F.** 21-in. **Rittenhouse Deluxe** (21D648) $339.95. **G.** 21-in. **Gladstone** (21T635) $269.95. Limed-Oak grained finish (shown) $279.95.

If there's a signal in the air, new RCA Victor television will pull it in!

You are looking at a whole new viewpoint in television styling—the "Un-Mechanical Look" by RCA Victor. Just imagine one of these television masterpieces in your home—with nothing in view but TV's finest picture and most luxurious cabinetry.

But there's more than beauty to new RCA Victor television. Big changes in performance give you TV's finest reception—even in difficult signal areas. Only RCA Victor gives you $500 picture quality in sets priced as low as $200! You get all four "plus" factors so vital to a clear, steady, sharp picture!

Priced from $149.95 to $500! Never before have you been able to pick from such a wide range of models, finishes and prices. Only a few models are shown above—see them *all* at your RCA Victor dealer's soon.

Famous RCA Factory Service, assuring you of expert installation and maintenance, is available in most TV areas—but only to RCA Victor TV owners. Ask your dealer for details.

New "4-Plus" Picture Performance! You get: (1) 100% automatic gain control for constant signal regulation; (2) "Sync" stabilizer that kills interference jitters; (3) 7% extra brightness; (4) 33% extra contrast.

Manufacturer's nationally advertised VHF list prices shown, subject to change. Slightly higher for West and South. UHF optional at extra cost.

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Every year more people buy RCA Victor than any other television

See Milton Berle, Martha Raye alternately on NBC-TV, 3 out of every 4 Tuesdays. And don't miss NBC-TV's "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, September 19.

RCA Victor salutes National Radio and Television Week—"Dedicated to Better Home Entertainment," September 18 to 24.

Keep up with these Joneses

—and you'll save money; they made their own furniture

By Martha B. Darbyshire

ROLAND M. JONES had done woodworking before; but making iron furniture was a new idea. Once he'd had a chance to try experimental welding and liked it.

He had reasons to try it again. The Joneses' new home in Pacific Palisades, Calif., is contemporary, and needed light-scaled furniture. But the mortgage stood pat against extra spending.

Working with iron, however, is inexpensive. And Mr. Jones found it easy enough to figure out construction, mostly by inspecting iron furniture in stores.

He and Mrs. Jones set up their "after five and week ends" shop in one end of the garage. She does the finishing while he puts on goggles and handles the torch.

They haven't invested much in equipment either—just a quarter-inch electric hand drill, acetylene welding equipment (which can be rented), hack saw, vise, emery wheel and an assortment of files.

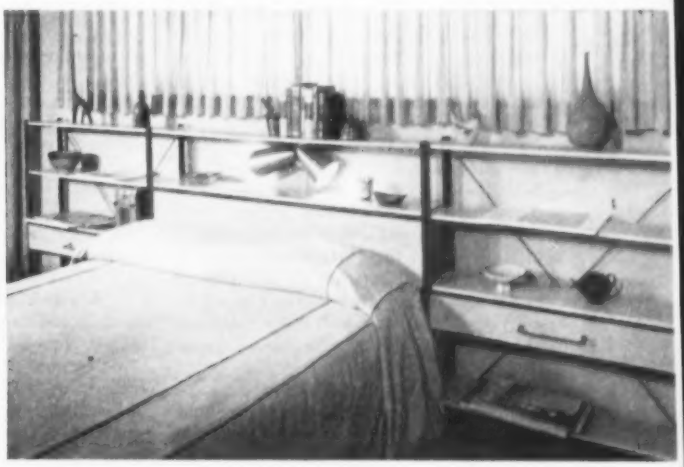
Picture captions on these pages tell what materials cost; supplies like sandpaper, screws and paint are extra.

LIVING ROOM CHAIRS and ottomans have seats and backs of expanded metal under loose foam cushions. Chair costs $48.28; ottoman, $21.50. (Prices include foam rubber, but not fabric.) Sofa end table cost $7.26, mostly for walnut plywood top. Lamp, $2, is a discarded liner from a steam pump.

PHOTOS: GEORGE DE GENNARO

HANDS THAT WELD IRON also toss a superb green salad—Mrs. Jones will vouch for that. Mobile cart, Mr. Jones' own design, rolls into dining room on big 5-inch wheels (2 for $6.) Maple plywood for shelves ($8.05) raise total for cart to $16.63. X-legged dining table cost $30.82 to make, using 1-inch pipe with walnut plywood top. They bought dining chairs and buffet cabinet.

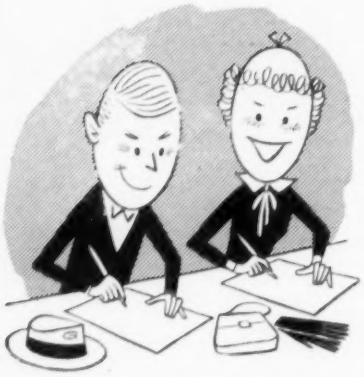
AT WORK in corner of garage, Mr. Jones is welding a brace for desk in daughter's room, while Mrs. Jones paints a new outdoor table. She upholstered living room chairs and benches, too.



BED HEADBOARD is made in three sections, using ¾-inch angle irons for uprights and shelf supports. Shelves are ash; tie-rods behind them are for design only. Total cost, $30.02. End

For close-up pictures, dimensions, and suggestions for making this furniture, write Iron Furniture, TOWN JOURNAL, Philadelphia 5, Pa. Enclose 25¢.

DON'T figure you need to have a lot of money before you make a will; if there isn't much, it's all the more important to distribute funds wisely.



DON'T think it's enough for just the husband to make a will; the wife should have one, too, or all sorts of mix-ups can occur if she should die before him.

DON'T put your will in a safety deposit box; that can delay settlement of your estate since the box will probably be sealed for a time after you die.

Too young to make a will?

You may think so. Or you may feel you don't have a big enough estate. Better read this before you make up your mind

By Donald S. Stroetzel and Clyde Hostetter

MAKE your will when you're *young*. Revise it every few years as your age and circumstances change.

That's the advice of lawyers, bankers and probate judges who see the misery that occurs when people put off making a will—and die without one. It's so amazing, and so pathetic, that they hope you'll listen.

A veteran lawyer, for instance, told us about a young couple, John and Mary Tillman. They had poured their money and energy into building up a gift shop in a little Maryland town. A will was something they'd "get around to—someday," as they weren't going to die yet! Then one night, last October, a skidding car struck and killed John, just 34.

There wasn't any estate to speak of, except the store. At first, neighbors figured that was plenty; that Mary, who had clerked in the store and kept books, would be able to run it. "It'll give her a good income."

Well, it might have. Only she never got the chance to take over. "John would have wanted you to have the store," she was told. "But, since he never took the trouble to write a will specifying this, you'll get only *half* the estate. That's state law. The other half, since you have no children, goes to parents of your husband who are living, or to other relatives if both parents are dead."

A court-appointed administrator sold the store so the division could be made. Mary's share came to only $4,000—about what she might have realized in *annual* profits if she had been allowed to keep the gift shop. Ironically, the other half of the estate went to John's ne'er-do-well father.

A rank injustice? Sure, but injustices often occur when a person dies without leaving a will ("intestate," the lawyers call it). Intestacy laws vary from state to state, but they're alike in one respect: whether you're married or single, old or young, have 10 children or none, they're no substitute for your own wishes in a will. Because intestacy laws are necessarily impersonal, injustices constantly occur.

Moreover, with a will, *you* choose an executor to settle your affairs. That way you know you'll have a trusted family friend in the job—not a state-appointed administrator who might, or might not, have the common sense and integrity needed to collect debts, pay claims, sell real estate and handle other details of settling the estate.

A will drawn up by a competent attorney can cost as little as $10 or $25. Yet fully half of the people who die leaving estates leave no will. It seems incredible, but it's true.

Young people are least likely to have wills. According to one poll, only 9% of those in the 21-to-29 age bracket have written one, with the percentage only slightly better (15%) for people between 30 and 49. "Yet young people generally need a will *more* than older ones," according to Joseph Trachtman, prominent New York City lawyer and lecturer on estate planning. "When there isn't much to leave, and there are several little mouths to feed, it's especially important that the estate be distributed without waste."

"If you're worth $1,000, you have an estate and need a will," one California bank advertises. The bank is right. Besides, you're probably worth more than you think if you stop to add up the value of your home, household goods,

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New! Colorful! Exciting! Novel! GARDEN UNDER GLASS

Now ½ Price!

Here's one of the most breath-taking home ornaments in years—lush, natural flowers from the forests of Brazil, sprigs of exotic Princess pine and rich, red Vinylite roses sealed under glass to last for years! Originated by one of the world's leading florists—his secret is one that many others have tried to duplicate time after time without success. 19" round, 4" high. Crystal glass centerpiece adds distinctive beauty to any room in your home. Provides a lovely cavalcade of color when placed on window ledge, TV set, dining or end table. Wonderful for shut-ins. Reg. $3.98 value. Send the coupon today!

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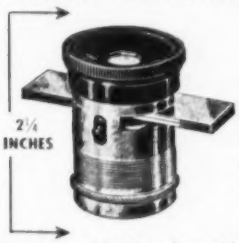

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car and investments. Even for the penniless, a will is not a bad idea: If you're killed in an accident, a will would insure that any damages, awarded after your death, would go to the right heir. They might total thousands of dollars.

Right after marriage is a good time for most young people—the wife as well as the husband—to make wills. They may have only a little furniture or a car, but real injustices can occur if there is no will.

For example, there may be wedding presents with sentimental or heirloom value which should rightfully go to certain people. (We heard of one intestacy case where a family split right down the middle and stayed angry for years over a watch worth $2.75.) Or, for certain financial or family reasons, you may want *all* your estate—not just part—to go to your surviving spouse. To do that, you need a will.

When the children come, intestacy can be especially unfair. One third of the estate generally goes to the widow; the rest is divided equally among the children, each child's share being held in trust until he or she reaches 21. The widow may use some of the children's inheritance each year to help pay the cost of raising them; but it requires court orders. There'll be expenses for lawyers, bonds and such which a will could have avoided.

Not the least of the matters to be specified is the disposition of the children themselves if both husband and wife are killed. To whom would they go? If you don't specify guardianship, the court might send them to the wrong set of grandparents, to distant relatives, or even to a children's home.

Many people think that joint bank accounts or joint ownership of property can substitute for wills. Or a husband, to protect his wife, may put property in her name. Sometimes these devices work; often they don't!

John Benson, for example, had placed his home and savings in his wife's name. It never occurred to him that she might die first. But she did, and left no will, so the law awarded much of her estate to her blood relatives (in this case, a brother and sister, there being no children). To pay them their share, John actually had to sell the house, even though it had been purchased entirely with money *he* had earned!

Another case, told by a lawyer:

"In one of our Southern states, a young married woman inherited some valuable commercial real estate from her uncle. She loved her husband, so she made him joint owner.

"When she died suddenly, leaving two children, the property became his alone, as his wife had intended. Later he remarried. His second wife made a fine stepmother, and also bore him two children. He made her joint owner of the property. Then, one day, he and his second wife were injured in an auto accident. He died. His second wife thereupon became sole owner of the property. A few hours later, she died.

"What happened to the property? By any rule of reason, it should have gone to the first wife's children, since it had been hers originally. But it didn't. Because there were no wills, state law awarded it to the *second* wife's next of kin—in this case, her own children.

"All agreed this was unfair. But nothing could be done. The children who received the property couldn't sign it over; they were under legal age."

Such extreme cases are rare, of course. More common, according to one of the experienced probate judges to whom we talked (Walter Curtis of Clay County, Kansas), "is the farmer who gives his son $5,000 or so to start him on his own farm, figuring in his mind that it's an 'advance payment' on what the boy would get anyway when his father died. If there's no will, that son nonetheless gets his full share, leaving him $5,000 ahead of the other kids."

The same injustice occurs when a divorced man remarries, having made a cash settlement to the children of the first marriage at the time of the divorce. This may be done years before his death, yet those children still share the inheritance if there is no will.

There are many situations which we could go on describing. But the whole story can be summed up thus: Nearly every married person needs a will and many single people do.

Now, if you want to make a will, how do you go about it? In nearly half of the states, you could simply write your wishes (all in handwriting—*no typing*) on a paper, sign it, and you'd have a legal will. You can also buy will forms that have legal standing if correctly filled out and witnessed (10 of the states require three witnesses; the rest, two).

Don't do it! See a lawyer.

Wills prepared without legal aid bring trouble. One woman, filling out a will form unaided, found it too short to list all of her possessions. So she listed some below the signature; the

court ruled that this invalidated the whole will. In another case, a man left all his property to his wife, "except that two thirds would go to the children in the event she remarries." A logical arrangement? Not in the eyes of the law, for it meant the estate could not be settled until the woman decided whether or not to remarry. That might take 30 years. The court threw out the will.

The layman lacking legal advice might also be tempted to leave a wayward son or an obstreperous cousin "one dollar" or "one cent"—out of spite. But this post-mortem satisfaction of cutting them off could backfire: the "beneficiary" might refuse to sign a receipt for the insult money and thereby hold up settlement of the estate. And get the last laugh!

Some people "just don't like lawyers" or to "let them make money off me." *Yet lawyers make much less money drawing up a will than in straightening out the mess if you should die intestate, or leave a bungled, amateur will.*

Most lawyers don't speak just about wills, any more, but about "estate planning." That's because much of the actual disposition of your estate may be *skillfully* provided *outside* the will through use of life insurance, joint ownership and joint bank accounts, gifts while you're still alive, and trust funds. Often such arrangements save on legal expense and cut taxes.

The trust department of certain banks and your insurance agent can help you in estate planning. (On legal questions, see your lawyer.)

Once you and your wife have made wills, don't put them in your safety deposit box. That could hold up the settlement of your estate since the box is sealed for a period after your death. A better procedure: File it with the trust department of your bank, or with your lawyer.

Tell your spouse where your will is. And periodically review it with your lawyer, especially if you move to another state. Follow these simple suggestions and your money should go where you want it to when you die. Meanwhile, during your lifetime, you'll get a dividend—peace of mind. **End**

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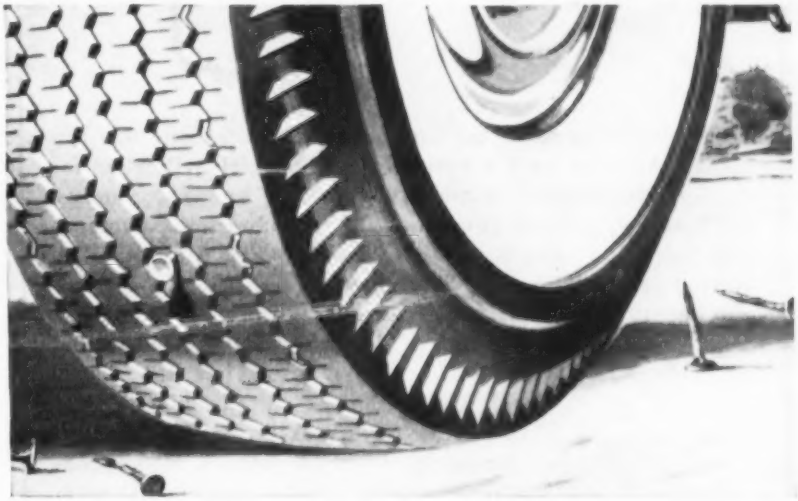

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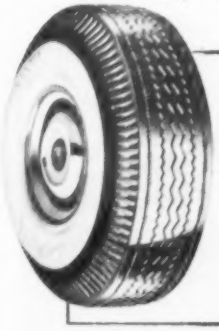

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Look for the sign of the Leadership Line!

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THE KELLY-SPRINGFIELD TIRE COMPANY, CUMBERLAND, MARYLAND

Hideout

(Continued from page 29)

them in there with a supply of groceries and said: "It's yours. Go to it." Guests liked it. We liked it.

A few years later, a sister of Mrs. Locke retired from her profession as a doctor. We invited her to live in our first cabin, while we kept the guest cabin for ourselves. When the war came, we gave up our house in town entirely. Since then our hiding out has been permanent.

I've carried the hideout idea still further. Several years ago I put up a shack a stone's throw away from the house we occupy. It's the place (in the picture) where I can get out from under the women's feet. This is my refuge, my bear's den. I suspect that while I'm in the shack our home is just such a refuge for my wife.

Our life is simple, our demands few. We mow no lawns. Instead of wearing myself out, as many do, manicuring reluctant acres, I cut the paths I need through the jungle and leave to God the rest.

About the women. I deeply suspect that in their dear hearts they would favor less rustic living. But they are game. They say nothing, and with great care, neither do I.

And now in my late years I am experiencing the supreme value of the hideout scheme. I work, not as I must, but as I please. What a place is a briar patch for that! Always plenty, never too much, to do. I have turned into my 80th year. Now no man of 80 has any business shaping up a newspaper for the children of today. But I do shepherd the editorial page, at least.

Late in the day, as I drive down our narrow lane, briars touching the car on either side, young pines aspiring towards an arch overhead, my spirits soar.

"Love your neighbor," said Ben Franklin, "yet pull not down your hedge." From my beloved briar patch, I say "Amen." **End**

Before you pay ANY rate increases on ANY hospitalization insurance

...you owe it to yourself to know these facts about the low-rate WHITE CROSS PLAN offered by Bankers Life & Casualty Company

5 MUCH NEEDED PROTECTIONS NOW OFFERED UNDER ONE GREAT PLAN

1 PROTECTION AGAINST LOSS OF INCOME WHILE SICK OR INJURED

The Income Protection Policy, P16, is designed to provide money for household expenses when the family wage-earner is disabled, under doctor's care and unable to work because he is confined in a hospital, or at home, by illness or injury.

2 PROTECTION AGAINST COST OF HOSPITALIZATION AND SURGICAL OPERATIONS

The Hospital-Surgical Policy, P6 or P85, helps pay the cost of hospital room and board, surgical fees, maternity, and hospital extras such as operating room, anesthetics, X-rays, electrocardiograms, medicines, drugs, dressings, and lab fees.

3 PROTECTION AGAINST MEDICAL-SURGICAL COSTS —WITHOUT HOSPITAL ROOM

The Medical-Surgical Policy, P89, helps pay the cost of doctor bills, childbirth, or surgical fees: Virtually all types of sicknesses and operations are covered; many benefits are paid *whether or not you are in the hospital.*

4 PROTECTION AGAINST "CATASTROPHE" COSTS OF LONG SICKNESS OR SERIOUS ACCIDENTS

Policy P86 begins where most policies leave off. Based on the automobile type of deductible insurance, with co-insurance feature, the rate is kept at a low level, but the benefits for any one sickness or accident are limited only by the face amount of the policy which can be as high as $5,000.00.

5 THE ENTIRE FAMILY CAN BE COVERED UNDER ONE LIFE INSURANCE POLICY

With Family Group Life Insurance the lives of each and every member of an entire family can be insured under one policy: FL101. Rates are well within the budget of any average American family.

The outline above is merely a general description of the policies offered under the White Cross Plan. We will gladly give you further information on how to qualify and apply, how little it costs to have this sensible protection, and how few the limitations and conditions, all of which are clearly stated in the policies. Simply check the number of the policies that interest you on the Free Information Coupon. There is no cost or obligation.

Don't wait until accident or illness deprives you of the chance to get these needed protections. Send your name now, while you are in good health; while you can still take advantage of the lowest possible rates.

You'll find *all* the benefits, exceptions and limitations clearly stated in big legible type in the policies. Accident benefits begin immediately from date of policies. Sickness benefits cover all illnesses originating after policies have been in force 30 days, except those few plainly stated in the policies. All policies above are renewable at option of the company.

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HOME OFFICE: CHICAGO 30, ILL.

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One of the pioneers in providing low rate Accident and Health insurance to individuals, Bankers Life & Casualty Company is now one of the largest companies in the field—serving more than five million people and paying more than a million dollars each week in benefits.

If you want to feel secure against such overall rate increases, let us give you information on the parts of the White Cross Plan you are interested in. Read about the different policies at the left, and then in the coupon below check the numbers of the policies on which you would like further information.

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This coupon is not an application for insurance. It is merely your request for free information on any or all of the policies described in the panel at the left. Your request for information does not put you under the slightest obligation. Find out now what it can mean to you to be protected by an Old-Line Legal Reserve Stock Company.

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Gentlemen: Please supply me with complete information and exact rates for my age on the policy or policies I have checked below.

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Home is where

I belong

Do you agree with this Massachusetts homemaker that a pay check can cost too much? ✻ She gave up a good job to be full-time mother

By Mary Clarke

About 8 a.m. the exodus begins. Off they go—the older children in a flurry of books and lunches . . . my husband, skidding a kiss off the corner of my mouth . . . our youngest, aglow with the exuberance of nine years. . . .

As I stand at the door, waving goodbye, Peg Martin drives past, lifting one hand in gay greeting from the wheel of her new blue convertible. She looks like a page out of *Vogue*. Peg's a busy gal these days, with her home, her children and her job, selling insurance. Bill has a good position, so she doesn't need the money. She works because it's fun and exciting.

I can't help contrasting her elegance with the simplicity of my own housedress, a Pennsylvania Dutch print to match the kitchen curtains.

But would I change places with Peg? No, not in a hundred years! I've had it—her kind of life. And now I'm glad to be at home in a housedress, a full-time mother once more.

It is pleasant to draw a long, unhurried breath, and stroll into the yard to see how the daffodils are

← **MOTHER (the author) likes being home to see her family off at 8 a.m. She's fixing Joyce's barrette while Stetson checks his sister's bike tires. Susan gives a good-bye kiss to her Dad, Edwin Clarke—he's an engineer at M. I. T.**

FAMILIES should pull together—and it's difficult when Mother works, says Mrs. Melvin Prohl, Melrose, Mass. So she gave up teaching—can go on outings anytime now at Lake Winnipesaukee with "Mel," Sandra and Bobbie.

PHOTOS: CAL AND DON YOUNG

PLENTY OF TIME to be with her teen-age son and subteen daughter, Kirk, (left) seemed more important to Mrs. Walter Palmer than extra money; so she resigned as Melrose Welcome Wagon hostess—is free for shopping sprees.

✻ **Write us your ideas on this subject of so much interest to modern mothers. We'll pay $10 for letters that we use. Write: Working Mothers, Town Journal, Washington Square, Philadelphia, Pa.**

the lovely look of a lady

What creates this ladylike look that you wear so becomingly? It's not alone the brooch you pin at your throat . . . your frankly feminine blouse . . . your bandbox look. It's the serenity and naturalness with which you move through your daily activities. Ladies are always perfectly poised!

Part of your ability to be your own charming self during the most trying times of the month is due to your wise acceptance of a different kind of sanitary protection: Tampax internal protection. Tampax itself is ladylike . . . small . . . dainty . . . only one-ninth the size of an external pad . . . so made that the wearer's hands needn't touch the Tampax at any time. You never have the awareness of unnecessary bulk, of telltale edge lines . . . in fact, you can't even feel the Tampax you're wearing. And most important for your own peace of mind, you know there's no possibility of odor forming.

As far as your personal activities are concerned, Tampax always makes you feel nicer . . . daintier. You don't have to remove it before you take your shower or tub; you're completely protected. Both the Tampax and the applicator flush away easily; no disposal problems. The package is hardly bigger than a cosmetic case . . . can be "hidden" anywhere.

Choice of 3 absorbencies (Regular, Super, Junior) at any drug or notion counter. Tampax Incorporated, Palmer, Mass.

coming. Up in the elm tree, an oriole is singing; a neighbor, out walking her dog, stops to chat. . . . It's a wonderful world; and today I can enjoy all its little trimmings.

A year ago, I couldn't have taken the time to peek at the garden; the oriole's song would have been only a fragment as I ran from house to garage; my neighbor and I would exchange no more than a hurried "Hi" as we passed. Because, a year ago, I had a job.

By the time our youngest turned school age, I was rarin' for a change. Twelve years of nothing but home duties! What I needed, seemed to me, was stimulation. I longed to go back to my between-college-and-marriage work, in a newspaper office. And, sure enough, there was an opening on our local weekly.

Since my hours coincided with the children's school sessions, and my place of work was only a few blocks from their school, it looked like an ideal setup. I could drive the children both ways, morning and afternoon. My boss even said I could stay home during school vacations.

At first, I loved being back at work. The rumble of presses, familiar journalese and camaraderie with other workers were like a tonic. I thoroughly enjoyed my job.

The money I earned helped pay for extras. And the children seemed to take pride in my working. My new-found enthusiasm pleased my husband. One after another, friends said, "Wish I could find a job like yours—it's perfect!" I even wrote an article heartily endorsing outside work for mothers.

At home our schedule was jam-packed with the minutiae necessary to the smooth running of a five-member household; for I was determined that no missing button, no undarned sock, no unkempt head of hair would draw forth a scornful "Their mother works, the poor dears!"

Noontime meant a frantic rush home to prepare lunch, snatch a few mouthfuls, then be off again. Late afternoon, evenings and week ends were taken up with ironing, baking, and cleaning our nine-room house. Occasionally, my husband would remark wistfully, "Seems we never have time for a quiet evening at home any more." But I was deaf to any implications.

And then it happened. One Friday the editor of our paper was taken ill. The doctor told her to stay home for at least a week. On that same afternoon school closed for spring vacation; and I had expected to be home, too. But the paper needed me. I said I'd work.

On Sunday, my father-in-law arrived for a visit. He had traveled many days on the ocean to be with us. Nevertheless, on Monday morning, I headed for the office, leaving Grandpa and the children eyeing one another disconsolately.

"It's my responsibility; I have to go," I muttered defensively as I went out the door. Those words echoed and re-echoed in my mind as I drove to the office. Did they really make sense?

As I interviewed officials, wrote news items, and checked vital statistics at City Hall, those four unhappy faces kept swimming into my mind. . . .

That week did it. Nothing dramatic happened. None of the children, thank heaven, "narrowly escaped injury" or anything of that sort. I just began to see where my true responsibility—and interest—lay. And when the editor returned, a day early, I joyfully headed for home to salvage what was left of the holidays.

Not long afterward, I turned in my resignation. Considering that I loved the work, and found the people in it more than congenial, outsiders thought it strange that I could leave without regrets. There wasn't a doubt in my mind, though, that I'd done what I wanted to do. My new-found pleasure in our children and our home left no room for purely personal ambition or for regrets about the extras my pay checks provided. (If my earnings had been needed to make ends meet, I might have decided differently.)

Tranquillity re-entered our lives. When I was working, I had to hurry, hurry, hurry all the time, and did my best to speed up the children's tempo. Now I realize that some of our most productive hours are those when apparently we are doing nothing!

Today, I can listen with a whole mind and heart when my son or daughters tell me things. I'm free to take long walks with them, go on shopping sprees, and help with Scouts and Camp Fire. And when we are all at home together, we can enjoy family activities that formerly were crowded out by the ever-towering mountain of tasks to be done.

One of the unexpected dividends of my present at-homeness, is the joy of welcoming other children into our circle. Quite often, now, some working neighbor will telephone to ask, "Could Ruthie please have lunch with you today? I'm tied up. . . ."

But among my neighbors are others who did the same thing I've done. They agree with me, that what you give up by not working—the checks, excitement and such—just can't compare with what you give up when you work. (You'll see two of these friends in the pictures—Mrs. Melvin Prohl and family, and Mrs. Walter Palmer with her daughter.)

Like me, these women enjoy having time to be part of a community—to know their neighbors and their children's friends. . . .

Perhaps, when my children are grown, I'll consider outside work again. Right now, one job is all I want. Suits me fine to be just Mary Clarke, full-time homemaker. **End**

Honey tastes good on pudding. But even without honey, more children eat Jell-O Puddings than any other kind.

More mothers like to serve them—because they are good for children . . . and easy for mothers to make.

Won't you try some soon?

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This is the toaster that brings you a 6-position control for toast just the shade you want . . . an *extra*-high toast lift . . . and an *extra*-large snap-out, snap-in crumb tray.

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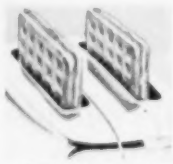
6-position control!



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GENERAL ELECTRIC

Your small frontiersman can help make

Davy

SHOW me the modern little boy—or girl—whose eyes won't grow round with excitement when he sees a 16-inch Davy Crockett ginger cookie.

That's how big the pattern for Davy (opposite page) really is. His cap, bear, pony and the Liberty Bell are proportionately larger than the pictures, too. An Indian about Davy's size also is on the printed patterns.

Baking and decorating these cookies can fill an evening with family fun. Mother or big sister could make the dough ahead. But your small frontiersman will love to help cut out and bake Davy and his pals—and put on the trimmings. They could be favors, perhaps, for a real keen birthday party.

Here's the recipe for Davy cookies:

Ginger Cookie Dough

8 c. flour (about)
3 tsp. baking powder
1 tsp. baking soda
1 tsp. salt
4 tsp. ginger
1 tsp. cinnamon
½ tsp. nutmeg
½ tsp. allspice
1 c. butter or margarine
2 c. molasses
¼ c. brown sugar
½ c. milk
2 eggs (save whites for frosting)

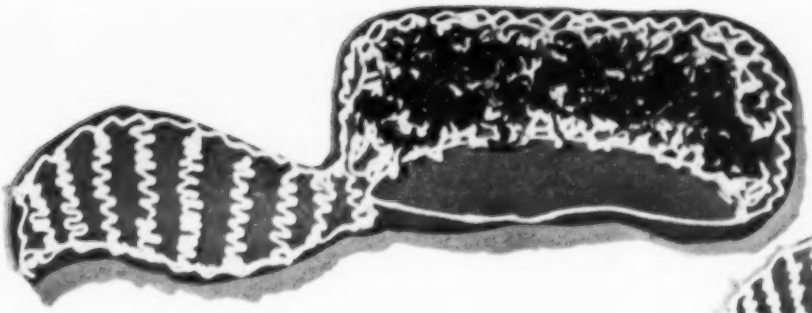
• Sift flour; measure; separate 4 cups of the flour to sift again with leavening and spices.

• Melt butter or margarine; add molasses and brown sugar.

• Add flour and spices slowly to molasses and shortening mixture; add milk

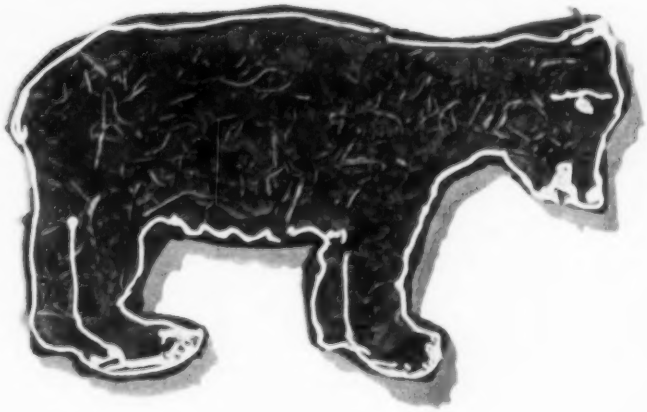
(Continued on page 90)

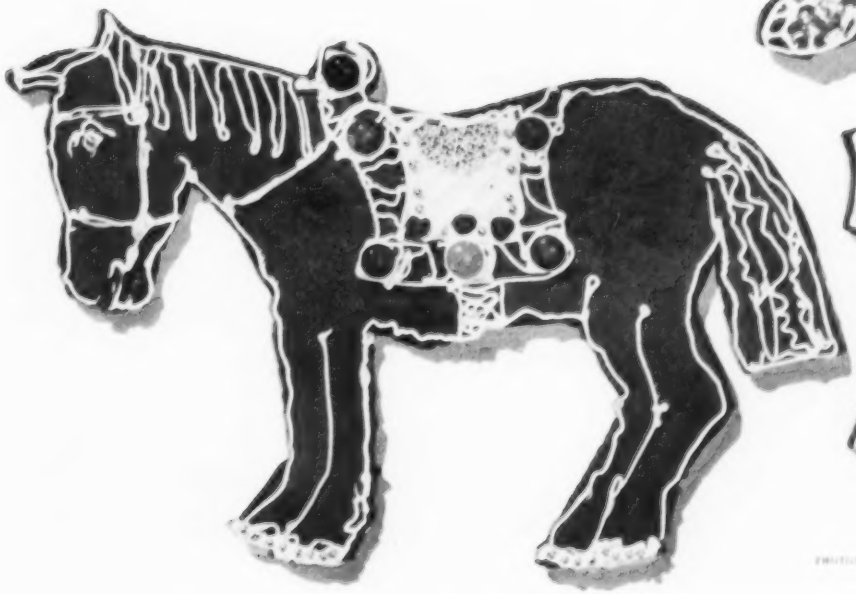
• To get patterns and directions for making Davy Crockett Cookies send your name, address, and 50¢ to: Gertrude Grover Cookies, Ithaca, N.Y.



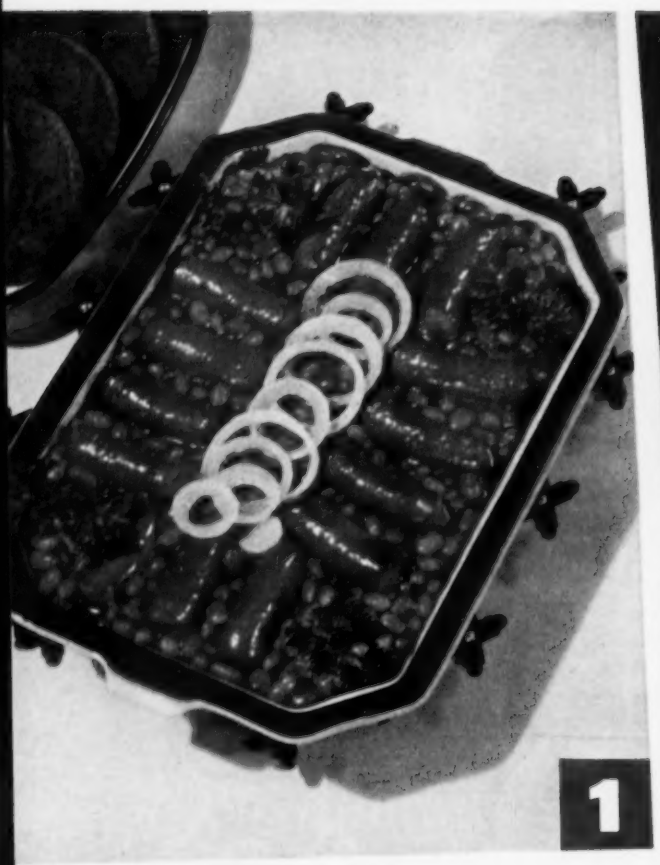
Crockett cookies

By Gertrude Grover





PHOTOS: CHARLES F. MILLS & SON



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PHOTOS: ROBERT E. COSTER

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4

1 **BEANS AND SAUSAGE are what Roland Hamner, North Carolina salesman, likes best for lunch. Pleases the Hamners' youngsters, too—three girls and a boy.**

2 **FISH CHOWDER hits the spot with Sam Reck, Editor, New Jersey College of Agriculture, Rutgers University. It tastes best made from Sam's own catch.**

3 **MAIN DISH SALAD makes James Brown especially glad he can get home for lunch. It's a favorite with this Ohio family of five, including two teen-age daughters and a son.**

4 **CHEESE SOUFFLÉ is a natural favorite for a good Wisconsinite like Swen Magnusson. The Magnussons' two boys, 1 and 3 years old, also enjoy this light, nourishing dish.**

HUSBAND'S CHOICE

By Ann Satter
FOOD AND EQUIPMENT EDITOR

Town Journal FAMILY TESTED

Most men who come home at noontime have a favorite luncheon dish—one that really makes it worthwhile to come home in the midst of a busy day. But if you overdo serving a favorite, it, too, can lose its charms. So we've selected for you four "husbands' favorites" from hundreds sent in at our request by our Test Group Families. Sort of a one-sided swap of topnotch husband-tested recipes at long distance!

Each recipe is easy to fix and to serve—and each is really good eating. We've tested them all in the Town Journal Kitchen.

Fish Chowder, Beans and Sausage and *Main Dish Salad* keep perfectly for a husband who arrives a little late for lunch. As for the *Cheese Soufflé*—you can make it the night before, store it in the refrigerator, and bake it in time for lunch. Better plan your soufflé on a day when the man of the house will be home on time. Soufflé has to be served promptly. Round out the menus with crusty rolls, brown bread or crackers and a spread.

Beans and Sausage

1 can (1 lb. 10 oz.) baked beans
1 small onion, chopped
¼ c. catsup
1 tsp. prepared mustard
½ tsp. salt
½ tsp. monosodium glutamate
⅛ tsp. pepper
2 cans (4 oz.) Vienna sausage

• Empty baked beans into a greased 6-cup baking dish or casserole. Add onions. Combine catsup, mustard and seasonings. Add to beans. Stir gently.
• Drain cans of Vienna sausages. Arrange on beans. Bake in a (350°) oven for 45 minutes. Makes 6 servings.

Mrs. Roland Hamner, N. C.

(More recipes on page 76)

Louise Reck's chowder is the best, avows Husband Sam—and we agree

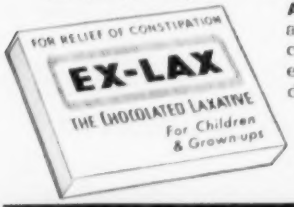
Dad Brown tosses his favorite salad. Son Allan wants first serving

New Hospital Proof

Gentle **EX-LAX HELPS** you toward **YOUR NORMAL REGULARITY!**

NEW SCIENTIFIC TESTS in one of the world's largest hospitals prove it again! The regulating ingredient found only in a laxative like EX-LAX helps, and continues to help the next day, toward your normal regularity! No habit forming routine ever recommended.

Buy The New 65¢ Economy Size and Save up to 37¢.
Also in 12¢ and 30¢ sizes.



AT NIGHT, take pleasant-tasting EX-LAX for constipation. Its gentle effective action won't disturb sleep.

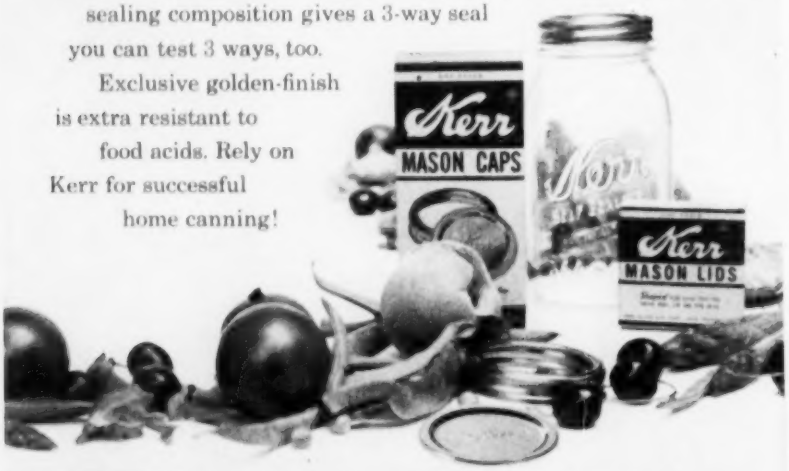
NEXT MORNING, enjoy the closest thing to natural action. No upset. No discomfort. No embarrassing urgency.

THE FOLLOWING DAY, EX-LAX continues to help you toward your normal regularity. You seldom, if ever, have to repeat EX-LAX the next night!

MORE PEOPLE USE EX-LAX THAN ANY OTHER LAXATIVE

22% GREATER SEALING SURFACE WITH Kerr LIDS!

PROTECT THE GARDEN-FRESH FLAVOR of your home-canned foods with "Self Sealing"* Kerr Lids! Cushion-like sealing composition gives a 3-way seal you can test 3 ways, too. Exclusive golden-finish is extra resistant to food acids. Rely on Kerr for successful home canning!



FREE! New canning and freezing booklet from Kerr—tested time-tables, methods, recipes. Write: Kerr Glass Mfg. Corp., Dept. 515, Sand Springs, Oklahoma

*Trademark Reg. U.S. Pat. Off.

Husband's choice

(*Continued from page 75*)

Fish Chowder

4 slices of bacon, cut in pieces or 1½-inch salt pork cube
2 lbs. fish fillet (haddock or cod, frozen or fresh)
1 large onion, thinly sliced
2 c. thinly sliced potatoes
2 c. scalded milk
1½ tsp. salt
Dash of pepper
1½ tblsp. butter or margarine

• Place bacon or sliced salt pork in a large heavy saucepan. Brown well; remove, leaving drippings.
• Cut fish fillets into 1-inch pieces.
• Place layers of potato, onion and fish in saucepan. Add 1½ cups water. Cover. Bring to a boil, reduce heat; simmer for 10 to 15 minutes, until potatoes and fish are just cooked.
• Add milk, seasonings, butter and bacon. Keep warm over low heat. Makes 4 generous servings.

Mrs. Sam Reck, N. J.

Main Dish Salad

½ head crisp lettuce
½ bunch crisp endive
2 carrots, shredded
¼ lb. ham, cut in strips
¼ lb. sharp cheese, diced
⅓ lb. cooked or canned chicken
6 radishes, sliced
½ cucumber, diced
3 hard-cooked eggs, sliced

• Tear greens into bite-size pieces and place half in bottom of salad bowl. Add a layer (about a third) of other ingredients and fill bowl with greens.
• Group remaining ingredients on top.
• Add your favorite dressing at the table; toss lightly. Makes 4 servings.

Mrs. James Brown, Ohio

Cheese Soufflé

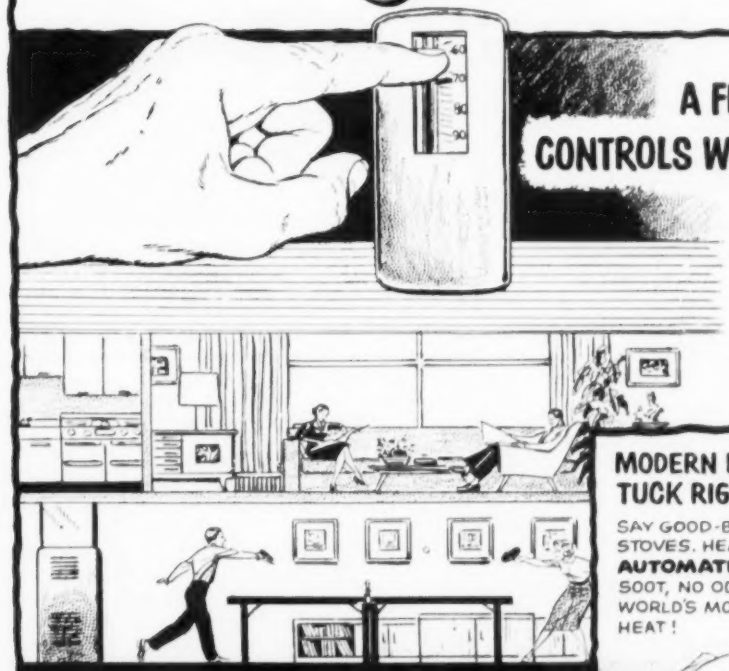
8 slices day-old white bread
2 tblsp. butter or margarine
½ lb. cheddar cheese, shredded
4 eggs, slightly beaten
2½ c. milk
½ tsp. Worcestershire sauce
½ tsp. dry mustard
1 tsp. salt

• Make four sandwiches from bread and butter. Cut into quarters or cubes.
• Place two of the cut sandwiches in the bottom of a buttered 6-cup casserole. Sprinkle with half the cheese. Repeat, using remaining bread and cheese.
• Combine eggs, milk and remaining ingredients; pour over layers in casserole. Refrigerate for one hour.
• Bake in slow (300°) oven for 1 hour and 15 minutes. Serve immediately.
• For convenience, mix soufflé ahead; refrigerate. Makes 6 servings.

Mrs. Swen Magnusson, Wis.

End

Did you know?



A FLICK OF YOUR FINGER CONTROLS WORLD'S SUREST, SAFEST HEAT!

ADVANCED TYPE THERMOSTAT CONTROLS MODERN **LP-GAS** HEAT FOR PERFECT COMFORT. NO HEALTH HAZARDS, DUST OR SOOT WHEN IT'S **100% AUTOMATIC LP-GAS** CENTRAL HEATING.

MODERN LP-GAS PANEL HEATERS TUCK RIGHT INTO WALL!

SAY GOOD-BYE TO BULKY, OLD-FASHIONED STOVES. HEAT THE MODERN, SAFE AND **AUTOMATIC LP-GAS** WAY. NO DUST, NO SOOT, NO ODOR, NO ASHES. IT'S THE WORLD'S MOST **HEALTHFUL** HEAT!

THE WORLD'S MOST MODERN REFRIGERATORS USE LP-GAS!

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AVAILABLE EVERYWHERE
DEPENDABLE ALWAYS

$500 for your family purse

Sound good to you? Here are ten ways to save that much at the grocery store in a year

By Carlton E. Wright and Margaret E. Healy
Marketing Economists, Cornell University

MORAN-GALLOB

SMART SHOPPING AND SKILLFUL COOKING can really shrink the family's grocery bills. This homemaker gets half her egg supply in Grade B; buys cheaper-per-pound large packages (shortening, soap, etc.). And she's her own delivery boy.

WANT a new TV set, some modern kitchen equipment, or, maybe, that $500 mink stole you've been dreaming about? All right. Just take it out of your food budget.

No, you and your family won't go hungry. Chances are most of you can cut your food bills by nearly one-third and still serve good nourishing meals with lots of variety.

You don't believe it? Try these 10 ways to cut your grocery bills for a year:

Earn "Good Cook" Praise: You can win raves from your family with chuck roast or Swiss steak once a week, *if you're a good cook.* It doesn't take sirloin or porterhouse. And, with a family of four, you'll save $25–$30 per year. The best cooks claim there isn't any such thing as "tough" meat. Tenderness depends on the cook's know-how.

Guard Those Groceries: If you pay 10 cents a pound for apples and let half of them spoil, your apples cost 20 cents a pound. . . . Hurry fruits, vegetables, and salad greens into the refrigerator, and use them soon.

Know What You're Eating: For instance, you need to know that milk is the cheapest source of calcium; and that nonfat dry milk gives you as much calcium as whole milk does—at about one-third the cost. . . . You can get pamphlets from your home demonstration agent, the USDA, or your state's Food Marketing Service to help you learn food values.

Get Most for Least: There's a use for every grade of food. Grade B eggs make

fine omelets and often sell for 10 cents to 25 cents less per dozen than Grade A eggs. A family of four uses about 1,600 eggs a year, or about 133 dozen. If that family uses half Grade B at 15 cents saving per dozen, they'd save $10 a year on eggs. . . . Grade C tomatoes may cost 10 cents less per can than Grade A; but what's the difference, on Swiss steak?

Buy by the Calendar: Fresh tomatoes in January may cost 35 cents a pound; in August, 10 cents a pound. . . . Don't kick when you pay double for vegetables and fruits out of season. That's the cost of high living, not the high cost of living.

Spend Time on Labels: On cans and packages, you'll find weight of contents, grade and brand to tell you what you're getting for what you pay. . . . Does the can marked 19 cents contain as much as the one marked 23 cents?

Count the Servings: You get one serving a pound from a whole fish, while fish steaks or fillets give *three* servings a pound. Yet steaks or fillets are only about twice the price of whole fish. . . . Flank steak gives four servings per pound; porterhouse, two—because of bone and fat.

Read the Ads: Then you're more likely to become price and season conscious, know a bargain when you see it.

Tote It Yourself: Telephoning your grocery order is easy—and expensive. In some areas milk is 4 cents less a quart at self-service stores than on the doorstep. If your family uses three quarts a day, carrying your own milk home will save you $43.80 a year.

Buy Big: Potatoes by the bushel, flour in the large sack, cereal in the large box save you money, if you have a good place to store them. A 3-oz. bottle of salad oil costs 25 cents; a quart, only 65 cents—and it keeps for months in a dark, cool place or the refrigerator.

But a penny saved isn't always a penny gained. You won't gain anything by driving across town to save 5 cents on a jar of mustard that you buy once a year. Time, energy, and gasoline have value, too. . . . It doesn't pay to cut costs so closely that one unexpected guest means a $5 trip to the grocers. Plan ahead with an emergency shelf.

In buying groceries nowadays, you get and pay for many things besides food. Grandmother never dared dream of the services we expect as routine. But they all add to the food bill . . . prepared foods, one-serving tins, deluxe and out-of-season foods, elaborate display cases, home delivery, credit.

If you insist on these services, you can forget about reducing those grocery bills. But if you watch our 10 points, you can plug up some of the holes that drain away your food dollars. **End**

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HOME HEATER

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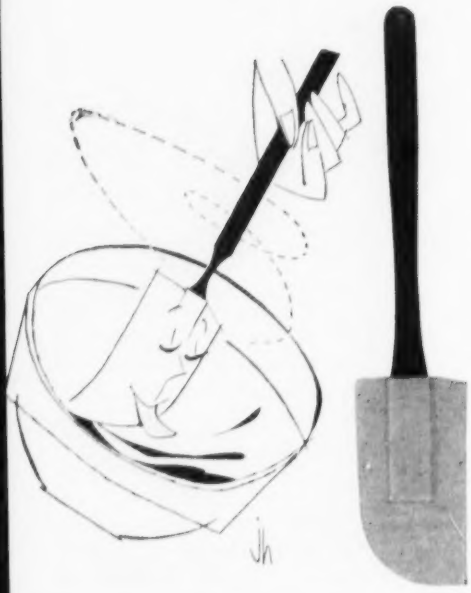
For the finest cooking on LP or city gas
The 'One and Only' Magic Chef gas range

GADGETS WE WOULDN'T BE WITHOUT

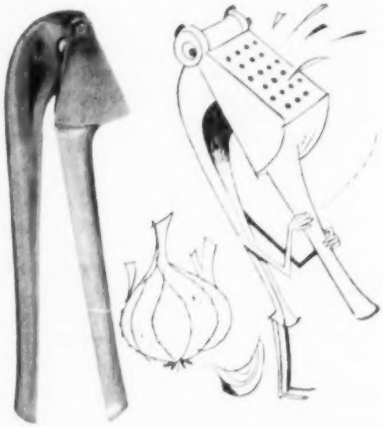


● What makes a troublesome kitchen job easier? The right tool to do it with. . . . We have several little tools or gadgets that we depend on to help us speed up the work of testing recipes in our TOWN JOURNAL kitchens—where we tackle almost every food preparation job imaginable.

Five of these gadgets we just wouldn't be without. If you don't know about them and do very much cooking, we feel sure you'll want to give them a permanent place in your kitchen:

Rubber Scraper—it's so easy to grasp and so pliable that it licks up every smidgen from mixing bowls, measuring cups and dishes. Much better than a metal spoon when you're using your electric mixer—the rubber spatula end won't harm mixer beaters if it gets caught in them. Comes in two sizes—smaller one does a good job of pushing food into the blades of an electric blender; digs into the bottom of tall jars of mayonnaise.

Garlic Press—to stamp juice from a clove of garlic or piece of onion. Just the juice oozes through—no bits of garlic or onion to spoil things when you want only flavor. Keeps the powerful odor away from your hands.



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You can *see* Ball Dome Lids are best for you! Note the cream-white enamel lining that looks as clean and sanitary when you open your jars to serve as when you sealed them!

The firm red rubber assures a positive seal. And they're so easy to test . . . Dome down, jar sealed. Guard home-canning goodness. Get Ball Dome Lids with the extra quality you can see!

HOME CANNERS BUY MORE Ball THAN ANY OTHER BRAND!

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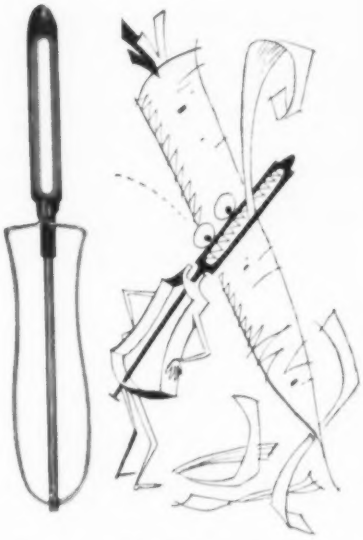
Small, Wide Spatula, called a snack knife. Spreads butter or fillings on bread so neatly and easily. Its semi-sharp edge cuts sandwiches, too; and it's just the right width for lifting pieces of pie or cake onto plates.



Vegetable Peeler—it skins potatoes, carrots, apples, and many other vegetables and fruits, in no time. Peelings are so thin, there's no waste. Also, it slices strips from carrots to curl in ice water for a fancy salad, and shaves chocolate to use for cake decorating. We find it's real handy at fruit-cake-making time—cuts fine slices of sticky fruit peel or citron.

Pastry Blender—to make quick work of chewing up chunks of shortening in dry ingredients for making pie crust or biscuits. Has an easy-to-grip handle and several steel cutting blades. Does a much better job than the two-knife or fork method. . . . Neater, too—doesn't hold onto dough and is easy to clean.

—Test Kitchen Staff

Noblesville, Indiana cook wins for second year

She's Mother, Teacher and Prize-Winning Cook!

Between caring for her family and teaching in a nursery school, Mrs. Maurice Sullivan is a mighty busy woman—but she still finds time to enter cooking contests. And she *wins*, too! Here she shows her sons, James and Donny, the 3 prize ribbons she added to her collection at last fall's State Fair.

Naturally busy Mrs. Sullivan likes to do things the handiest way. That's why she uses Fleischmann's Active Dry Yeast. "It's so convenient," she says. "Keeps for months and always rises fast."

If you bake at home you'll find it's convenient to serve yeast-raised specialties if you have Fleischmann's Active Dry Yeast in your cupboard. That's the handy dry yeast that comes in the "Thrifty Three" package—and it keeps for months. This grand dry yeast is so easy to use, always rises fast. Get the yeast prize-winning cooks prefer—Fleischmann's Active Dry Yeast—the very best.

Get the New "Thrifty Three"

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New medical research brings help. Seven out of ten women restored cracking, splitting nails to normal by drinking KNOX GELATINE in water, fruit juice or bouillon. Send for FREE BULLETIN—Address Knox Gelatine, Box TU-1, Johnstown, N. Y.

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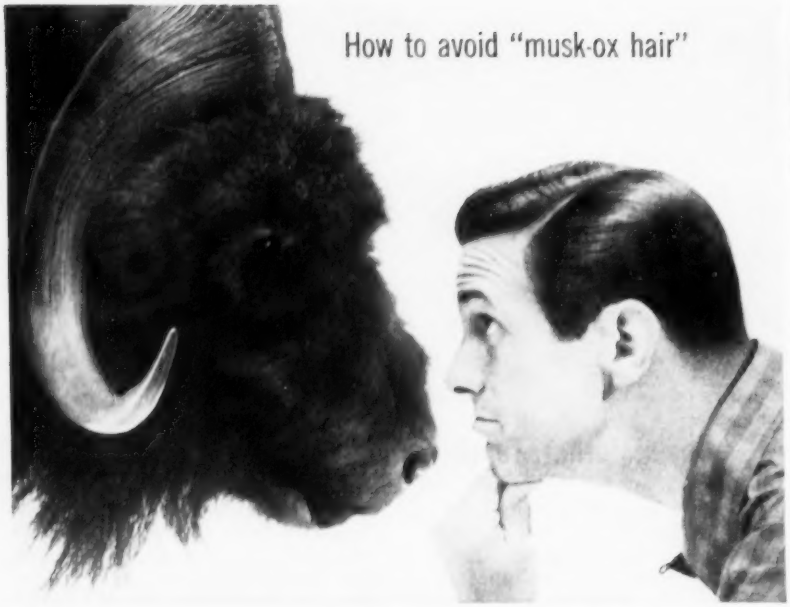

New greaseless way to keep your hair neat all day

New Vitalis with V-7 makes even dry, unruly hair easy to manage

V-7, the *greaseless* grooming discovery now in Vitalis, outdates messy oils. Keeps your hair neat, yet you never have an over-slick, plastered-down look.

And Vitalis gives you wonderful protection from dry hair and scalp—whether caused by outdoor exposure or your morning shower. Try it—you'll like it!

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EAR WAX DROPS for fast temporary relief of accumulated wax condition

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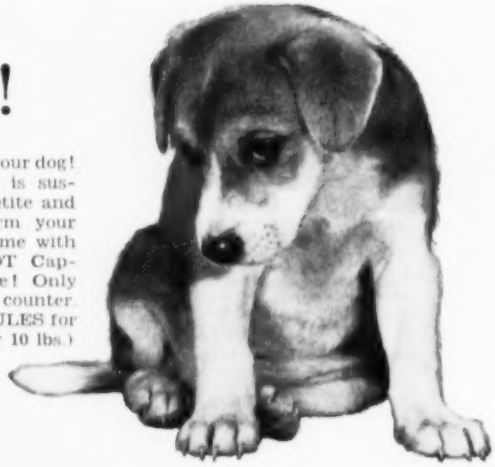
Stop worms!

Don't neglect worms in your dog! Suspect them if there is sustained loss of pep, appetite and good appearance. Worm your dog twice a year at home with Sergeant's SURE SHOT Capsules—safe, simple, sure! Only 75¢ at any drug or pet counter. (Ask for PUPPY CAPSULES for puppies and dogs under 10 lbs.)



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After worming, build his strength with Sergeant's VITAPET Capsules. They supply needed quantities of vitamins . . . guard against disease. As important during good health as in illness. Only 75¢.

Quickies

for easier homemaking

Safe Pouring—Use a paper cup when pouring liquids into a bottle. Pinch the edge of the cup to form a spout.—*Mrs. Barney L. Chappell, Texas*

Step Saver—Keep your travel iron upstairs for last-minute pressing jobs. Any small board can be padded to use with the iron.—*Mrs. Arthur Swenson, Minnesota*

Pet Protection—Put reflector tape on your dog's collar and there will be less danger of his being struck by a car at night.—*Earle Sayles Bennett, Illinois*

Clothes Line Replacement—To replace a pulley clothes line, tape end of the new line to end of the old one with adhesive tape and pull it into position. This saves getting out a ladder for the job. Keep the taped joint smooth and not too bulky so that it will run through the pulley.—*Mrs. Anna D. Cardamone, Connecticut*

Paper Bag Holder—Grasp a clothes hanger by the hook and pull down on the cross wire until you have a long

diamond shape. Then bend the lower half up toward the hook (see picture). You'll have a rack which will hold several bags, and can be hung in any handy place.—*Mrs. Edna Bachman, Iowa*

Cookie Mold—Pack refrigerator cookie dough into a cookie press or cake decorator (with designing end taken off). Chill. Push dough out onto a breadboard for slicing. You'll have perfectly shaped cookies.—*Mrs. T. J. Owens, Indiana*

Laundry Markers—If you share a drying area with others, paint the tops

of your clothespins all one color. Then there can be no mistakes, no matter whom you ask to gather up the dry clothes.—*Mrs. H. Everett, Wisconsin*

Name Patches—Clothing to be taken to school or camp can be marked with "iron-on" patches. Patches are inexpensive and easily applied. Print initials or full name on them with indelible ink. Also, patches of different colors could identify clothing belonging to each child in one family.—*Mrs. S. N. Warner, New York*

Handy Spice Storage—Make a hole in the center of a round inexpensive cake pan. Screw it to a cabinet shelf with a washer between shelf and pan, so

it will turn easily. Place all your small tins of spice in the pan. To find those you want, just give pan a turn.—*Mrs. Helen Lessard, Florida*

Emergency "Plumbing"—To silence a dripping faucet, until a new washer can be put in, tie a string to the faucet—one that's long enough to reach sink or tub. The water will follow the string—and won't "plop."—*Gertrude L. McKelvey, New Jersey*

Plaster Board "Sander"—To trim and smooth the edges of plaster board, make a "sanding block": Nail a piece of metal lath around a 2x3 board, about one foot long. You can trim ½ inch to a clean, flat edge without using a saw.—*Jeffrey Darrach, Pennsylvania*

Frozen Peppers—When sweet peppers are plentiful in the garden, freeze some for future use. Cut in small pieces, mixing red and green if you have both. Wrap ½-cup amounts in waxed paper and pack in a freezer jar or heavy plastic bag for freezing.—*Mrs. Robert Moore Sr., New Jersey*

Gardener's Aid—Make a sling from a burlap bag and tie up low-growing branches of a shrub when you weed or cultivate under it. Then you won't scratch arms and face while working in the yard.—*R. G. Bauersachs, Missouri*

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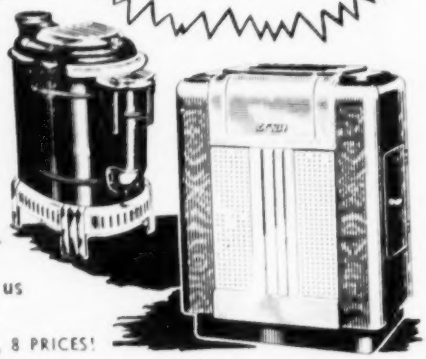

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A GOOD BRAND IS YOUR BEST GUARANTEE

What makes flying safe

(Continued from page 34)

gineer responded, making sure that every control was set correctly for the next maneuver. Then—

"One," the captain called.

The starter on No. 1 engine whined under the engineer's thumb. The huge 18-foot propeller began to move.

"Turning," he reported.

"Contact," Captain Jack said, switching the ignition.

"On," Bill cried as the engine roared into life.

And so with each engine in turn—until the last calls were drowned in the shaking blast and our plane began to move toward the runway. There, Bill clamped on the brakes and revved his engines one at a time to the screaming power needed at take-off. The ship bucked under the pull. Later, Bill told me that he must refuse to take off if this last check is not satisfactory—and no one can overrule him.

Now copilot Phil Schultz spoke into his radiophone. "LaGuardia Tower! TWA 59 ready for take-off." In duplicate earphones I heard the man watching us from behind the huge windows of tinted glass atop the airport building. "TWA 59! This is LaGuardia Tower. You're cleared for take-off."

Engines throttled back once more, the craft rolled on to the runway, turned into the wind. Now, the captain was in full charge; he had taken over the throttles as well. Jack's steady hand was inching them forward as Phil poised a hand over the control to raise the landing gear. Bill's eyes were on the dials messaging the steady beat of power in each great engine.

The engines roared again. The plane rolled forward—faster—and yet faster. In the cabin, passengers and hostesses, strapped in, felt the acceleration pressing them into reinforced seat backs. Still faster, engines pounding, the runway whipped away under us. Then we were airborne, turning sharply over tiny houses.

At 500 feet, the plane slid into heavy cloud. We were climbing 1,000 feet a minute, moving forward at 180 mph through dense whiteness. There was nothing to see, not even a movement of vapor across the windshield. But for the muffled beat of engines, we might have been standing still. My tension mounted. Every thousand feet, Phil radioed our position to the Tower. Tracking us by radar, the men on the hidden ground below reported us clear. It was good to know they could see us and every other plane nearby.

At 15,000 feet, the clouds thinned, then wisped into clear, sun-bright sky. At that moment, we heard another plane calling in to Air Traffic Control that he was having to stay at 16,000 feet. Quickly Jack leveled out our climb and

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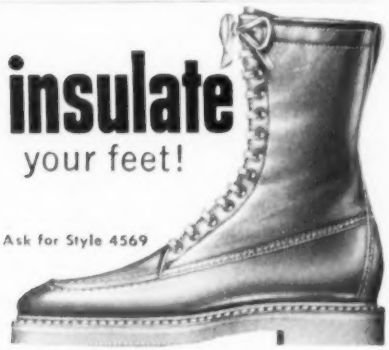

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his eyes scanned around. The other plane was nowhere to be seen. Jack called the Tower, offering to stay on his bearing at 15,000 feet until the other man was out of the way. No, ATC answered, they had us both on their radarscopes; we were well separated. Jack resumed his climb to 18,000 feet.

Now, the hostesses were serving lunch. Outside the air was thin and freezing cold. But inside, the cabin was pleasantly warm, pressure equal to just about what it would have been on the ground. Up forward, Jack had switched to our new bearing, and Phil was reporting to the first of 15 ground-check points we would pass.

Bill had taken back control of the engines and geared them for least noise and greatest power output at our altitude. Copilot Phil was at the controls as the captain and I ate lunch—pork chops, string beans, salad—and I asked questions.

How did Jack find his way above the thick clouds masking the ground? Radio beams mark each "air lane," he told me. With the plane's direction-finder switched to the proper bearing (indicated on a special map), the pilot just flies the ship so that an indicator needle remains steady. At each check point, the needle waves and a "beep" in the pilot's earphones signals it's time to report to the ground—and set a new bearing.

What was the flight engineer's task? Well, imagine that you had to control all the settings of every part of your car engine—from the amount of cooling the cylinders needed, to the richness of fuel, not to mention adjusting axle ratios to engine revolutions and controlling pumps jetting oil at various pressures. Imagine you have to do all this separately for each wheel of your car—and still drive it, read a map and tune the radio to the best station. You'd need someone to handle the engine while you drove!

What would Jack do if an engine went dead? Just keep going and tell the nearest ground check point that he was slowed down. And if one dropped out of the wing? He couldn't conceive

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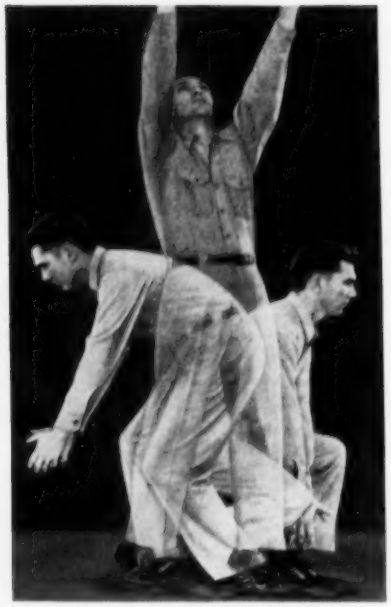

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of it happening—but later in Washington, Ed Slattery of the Civil Aeronautics Board did recall one case. The plane was out over the Pacific. Despite terrific wind buffeting, the aircraft covered 350 miles to the nearest island and made a perfect landing.

Now we were approaching St. Louis, clouds still thick under us. Phil explained we'd make an instrument approach—following radio beams from the airport that show an angle of descent to the runway and its direction. As the altimeter needle began to circle down, Phil again reported every 1,000 feet of descent to the St. Louis Tower.

There was a whine and a jolt and our airspeed dropped as wheels were lowered and wing flaps extended for greater "lift" at slower landing speeds. Bill increased the pitch of his propellers to maintain a steady descent. We were dropping fast, ground speed about 150 mph. The captain again took over the engines. But Bill's hand was still close to his duplicate controls.

On the panel, a purple light flashed. We were passing the airport's outer marker, 4½ miles from the runway. The plane dropped steadily. Then we broke out of the clouds. We could see the runway stretching ahead. Now an amber light flashed—3,500 feet from the runway and 300 feet off the ground at the inner marker.

The plane slowed and dropped until it seemed to be skimming trees and houses. The airport fence flashed under us, then the edge of the runway. We were doing about 110 mph. A slight jar. We'd touched down. Jack throttled back the engines, flipped a lever to reverse the pitch of the propellers—to push against the air instead of biting into it—revved the engines again to brake our speed, slowed the plane enough to apply wheel brakes, then turned and taxied smoothly to the ramp.

In the cabin, the hostess was announcing the arrival point. Outside, a ground crewman signalled Jack into position as cleaning crew, baggage men and gas trucks gathered to service the great metal bird whose panting roar died away abruptly at that moment. With the engines dead, stairs were rolled to the passenger door.

We were on the ground 20 minutes—long enough for Bill to inspect the plane and double-check the gas fill up. Jack and Phil stopped by the TWA dispatcher's office—to learn of storms ahead over Kansas City.

We would get a later storm report from Libertyville, Mo., Phil told me when we were back in the air. Meanwhile, he was ready for questions.

With so much care safeguarding every flight, I said, I didn't see how accidents ever happened—short of human error. Well, Phil said, it would take a combination of errors by several people. For the mechanics' work, as an example, is checked by a foreman and an inspector—who are themselves checked by CAA inspectors from time to time—and by the flight engineers. And the pilots undergo no fewer than seven checkups a year: three physical, two on instruments and two on flying aptitudes. But it's harder now even for human errors to get by.

For instance, a plane crashed some years ago because a mechanic forgot to remove a device that locks tail elevators on the ground. Now control of the lock has been shifted into the cockpit—and so arranged that a pilot has to release it before he can sit down! There's a double check on everything, Phil remarked. As another instance, there are two electric prongs in the engine sump. Any breakage in the engine or excessive wear accumulates enough metal in the oil to make a connection between those two prongs and light a warning on the engineer's dashboard. There's even a dashboard signal to report any power failure that might prevent a warning being flashed to the board!

"There are old pilots," Phil quoted, "and there are bold pilots. But there are no bold, old pilots."

I saw the storm clouds now, as we neared Libertyville. Jack called for permission to drop to 6,000 feet—for fewest "bumps." Libertyville ordered us to 4,500 feet instead—after checking other flight plans—and cleared us for Kansas City. Phil tuned to the K.C. frequency, snapped the bearing on the direction finder, tapped the instrument-landing dials to be sure they were "live"—then started a new round of check lists. I wandered into the cabin.

Hostess Jean McLean was making her last trip; she was marrying an airman. Would she worry about his flying? "A lot less than if he were a truck driver. There's not much difference between 65 mph and 365 mph when you hit something—but there are more things to hit on the ground!" Anyway, Miss McLean went on, 84% of the pilots are married, 79% have children; they're as anxious to get home safely as the passengers.

What were passengers' main worries? I asked Alicia Peters, the other hostess. Mostly weather, she said. Some people wanted to know if a wing could break in a storm. She had checked and found it's never happened that anyone could recall. Test wings are put to stresses five to eight times greater than they could normally encounter.

Now we were making our approach to Kansas City and I went forward again. We had been "stacked" for a while, I found—that is, the Tower had asked us to circle a suburban point until several other planes could be brought in. Now it was our turn: Jack's careful hands were easing the plane down, blending skill and art for the delicate task. Again the ground was rushing past, coming steadily closer. A jolt . . . the roar of engines braking our rush . . . we were in. Another safe, scheduled flight was over—as usual. **End**

Don't take tomorrow to bed with you

(*Continued from page 23*)

directions, even knickknacks which I have picked up. With relief I deposit all items possible in the waste paper basket.

It occurred to me one night that I ought to empty my mind as I empty my pockets. During the day we pick up many mental odds and ends: a little worry, a little resentment, a few annoyances, some irritations, perhaps even some guilt reactions. Every night these should be drained off, for unless eliminated they accumulate.

Spend the last hour preliminary to sleep in light and homey conversation with your loved ones.

If you live alone, select an entertaining radio or television program, or read a carefree story.

Then spend fifteen minutes with the greatest of all books—the Bible. Some find it helpful to read a Psalm every night. Others, a chapter from the New Testament. Still others open the Bible at random, believing that by "guidance" they will find the passage best suited to their need.

After reading the Bible spend at least five minutes in relaxed meditation. Conceive of the words you have read as seeping into your mind, and picture them spreading a spiritual balm throughout your entire being—mental, emotional, physical.

In this quiescent state allow your body to adjust itself further in muscular relaxation. To rest efficiently it is necessary to know how to relax muscle tension.

If someone has not treated you "right" just think some generous thoughts about him and see how quiet it makes you feel. Resentful, ill-will thoughts tighten you up. Generous thoughts loosen your entire nervous mechanism.

"Mom, can Harold bring his new wheelbarrow in? We'll play nice."

Undress your mind, as you do your body, to prepare for bed. You would not think of climbing into bed fully dressed. But often we get into bed with our minds encumbered by all manner of unhappy thoughts.

Drop off one by one these weights and impediments which the mind has carried through the day, so that it will be free of pressure and as comfortable as your body.

Before getting into bed, stand at the window and reflect on the beauty of the night. Or perhaps watch the snow slanting toward the earth or drifting high against the fence. Or listen to the heavy padded quietness of the fog. Or put your head out the window and let the rain fall against your face for a moment. Let the beauty and mystery of God's world make itself felt in your thoughts. It will absorb in consciousness.

Then say your prayers and enter confidently into complete rest. **End**

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The "deep-freeze" starts to thaw

NEW FOUND FRIENDS. Americans were shipmates with students from Rostov Teachers College on a two-day trip through the Volga-Don Shipping Canal. John Jacobs, Phoenix, Ariz. farmer, regales 'em through a translator.

(Continued from page 33)

her natural sphere of influence in Asia—everything south and east. Everywhere, however, we Americans encountered warm friendship by the people. They crowded around us, even in urbane Moscow. They looked at our shoes, our clothes, our cameras, and edged close to hear translations of our visits with local people. We couldn't shop or take pictures without drawing a crowd. At the boat landing in Novorossisk, 10,000 people met us.

We had to climb up and operate their tractors and combines and drive their horses before they could believe we were really farmers. We patted their kids on the head and showed them pictures of our own homes. We liked them and I think they genuinely liked us.

The people are faring better in some ways.

1. The more-meat program came directly from Communist Party Boss Khrushchev. Cattle and hogs are needed—so word went out, "Grow corn."

Sorghum would do better in many areas of Russia, which lacks the long growing season and rainfall of our Midwest corn belt. (The Russians who visited the United States, I understand, hope to introduce sorghums to their country.) But when I questioned corn growing to a regional Soviet official, he replied like a second lieutenant relaying an order from the general, "We can grow corn and we will grow corn!"

Russia's new leaders recently ordered cultivation of 80 million additional acres of virgin land in western Siberia and north Kazakhstan. In this severe climate, similar to western Canada's, they won't raise much corn; but they can raise wheat and thus free land in the Ukraine to grow corn.

First crops were planted on these new lands in 1954, with surprisingly good results. But 1955 was dry and wheat yielded only 10 bushels an acre.

Farmers in this area are real pioneers. Many of them live in boxcars on the siding while homes and barns go up. In north Kazakhstan, we watched spring wheat harvested with combines shipped from the Ukraine after completion of harvest there.

Most of the 150,000 workers "recruited" for the new lands are young people from the cities—not experienced farmers. It seemed likely that some Kremlin official had simply assigned more workers to farms.

In Russia you do what you're told. In a Kharkov tractor factory I asked a young girl from the assembly line, "Would you rather be working here or on a farm?" The interpreter replied for her: "Her place is here."

2. Workers are getting more homes, conveniences and consumer goods. At an average pay of 333 rubles (about $80) a month a Soviet peasant can't buy much—not when a new suit costs 2,000 rubles! But by extra-hard work he can double or triple his pay (and maybe even win a red and silver "Hero of Socialist Workers" medal). For bureaucrats, scientists, teachers and engineers, the pay gets progressively higher. So a sizable middle class is developing, able to buy more than mere necessities.

We saw many new homes going up, mostly built of adobe brick. Some town people have new refrigerators. In the home of an assistant chairman of a collective farm near Moscow, I even watched TV! We saw sleeping cars "Made in Leningrad, 1955." We rode on black-top and concrete arterial highways, with their state-owned gas stations and even a few motels.

Russia's only 8-cylinder car, the "ZiS" is for official use only; not for sale. The 6-cylinder "ZiM" looks like a '49 Buick, costs 40,000 rubles (about $4,000), and would likely be driven by the chairman of a collective farm. The middle classes can choose between the 4-cylinder "Pobeta" (which resembles an English Ford) and the still smaller 4-cylinder Moskevitch. The latter costs a mere 9,000 rubles ($900).

3. Some suspicions are being relaxed. Here are small samples:

As our steamer approached the 15 locks joining the Volga and Don rivers, we were told there would be "no pictures of the locks." As we passed through the first lock, word flashed: "The ban is lifted."

In the Kremlin Museum a girl attendant at first kept us from photographing 17th Century horse armor! But that ban, too, was lifted and we took pictures of everything at will.

When the Russians objected to our seeing or photographing something, we in turn objected. "Look," we said, "we each put up $2,500 out of our own pocket to come over here. We want to see." Usually they gave in.

Tourists should find it easier to go to Russia from here on. However, they'll find it no tourist paradise. Prices are high. The official rate of exchange, 4 rubles to $1, is unrealistic; in a free currency market the rate would be 10 to 1. A handsome cotton shirt with blue trim that I admired in the Ukraine would have cost me $100. I didn't buy it but our hosts gave all of us one! Intourist, the official tourist agency, provides board and room at $19 a day, but "extras" like transportation could run up the bill.

If you're interested in visiting Rus-

sia, try for a good will mission like ours. There'll be lots of them I suspect.

Did we see ideas we could use? Well, offhand I can think of three: They've got a good melon that tastes like a banana; they have a double side-delivery rake that might help us make hay; and some of our farmers could use their five-year plan. The Russians are great planners; it's too bad that more of us Americans aren't.

How farming is organized: There are no free farmers, no individual operators. Farm workers must belong either to a collective (co-operative farm) or work on a state farm run by hired labor. Collective members "elect" their own chairman but know how to vote. Decisions that our farmers would make for themselves are made by bureaucrats all the way from the local collective to Moscow. *Russia needs self-propelled farmers more than she needs self-propelled combines.* The whole set-up reminded me of what would happen if the 35th Division suddenly took over the farms of my county back home.

Farm labor: The Russians use 10 times as many farm workers as we do, about half of them women. If I were dictator over there, my first move would be to get the women out of the fields and factories and into homes where they could care for their own children and develop more family life. (As it is now, co-operative nurseries take over daytime care of infants, often as young as three months, so the mothers can go back to work.) I'd replace these women with more machinery and more fencing. In all Russia I didn't see one fence—women herd the livestock.

Insecticides and other chemicals: They don't have 2,4-D or good enough insecticides and other agricultural chemicals; they can improve mightily there. They do know about fertilizers and they use them.

Livestock: They have a good dual purpose cow that gives both meat and milk, and a good "White Ukrainian" hog. But they lack feed; hence their drive for corn.

Farm machinery: Don't underestimate the Russian mechanic. He's good. But Soviet machinery, influenced by a craze for everything big, often is cumbersome.

In general: Everything is on a grand scale—big collective farms, big in acres, big in workers, big in machinery. And inefficient and wasteful! Coupled with that: Lack of incentive, lack of personal initiative, lack of freedom to make decisions, inability to collect full rewards for one's labors.

The Russian bureaucrats I saw seemed no better, no worse, than American bureaucrats. But Russia has so *many* of them. Tremendous amounts of manpower must be wasted in bookkeeping, paper work and supervision. Then there's snooping (we had reason to suspect our suitcases were searched several times) and there's censorship. (I wrote this dispatch after I left the country.)

I could have written quite a Pollyanna story from Moscow. I had been treated well, had come to like personally many of the Russians who had travelled with us, and had seen progress.

But when you reach West Berlin something hits you. You see people scurrying here and there, most of them with interesting work, and the right to change work. You see attractive store windows that some "decadent" Capitalist created. Merchants will take your American dollars at a fair rate of exchange. Berlin is no paradise but you do suddenly get a breath of freedom.

As I started home here are some thoughts that came to me:

We all have a big job ahead of us, if war is to be avoided and freedom is to last. We have to accept world leadership, whether we are politically mature or not. We have to remain militarily strong until world conditions settle down. That means our young men must accept military service as a prerequisite to citizenship. More of us, too, must study foreign languages.

More of you, I hope, will visit Russia as I did. It will not only make you appreciate the Russian people but it will make you appreciate, as nothing else could, just *how good* we Americans have it at home! **End**

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New High in Octane
New Super Power
New Rocket Getaway
New High in Mileage
Rust-proof...Stall-proof
with RD-119®

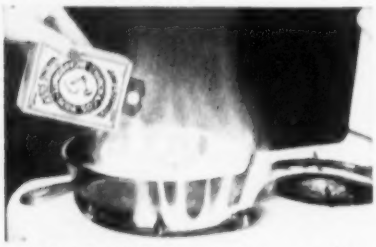
Ask your Sinclair Dealer for the new Super Fuel...

SINCLAIR POWER-X

Sinclair Refining Company, 600 Fifth Ave., N.Y.

This Fire extinguisher costs only pennies

Auto Fires! Throw on soda! Baking soda completely smothers flames. Better than sand or water, can't harm motor. Keep soda handy in glove compartment.



Kitchen Fires! Don't use water—use soda. Soda douses grease fires from overheated frying pans, broilers. Always keep a full box of soda on your kitchen shelf!

Cigarette Fires! Smoldering stubs and matches in a wastebasket or ash tray can lead to big fires. Sprinkle soda in ash trays to prevent fire, kill stale odor.

Your Household Treasure

Arm & Hammer and Cow Brand Baking Soda are pure Bicarbonate of Soda, U.S.P. Write for **Free Booklet** on soda's many uses to Church & Dwight Co., Inc., 70 Pine St., New York 5.

Davy Crockett cookies

(Continued from page 72)

to the egg yolks. Beat or mix well.

• Add as much of remaining flour as needed to make a stiff dough. Turn out on a floured board and knead gently, adding flour as necessary.

• For a big cookie use about one sixth of the dough at a time; roll out to ¼-inch thickness. Roll dough on pieces of waxed paper approximately the size of the cookie you are about to cut out. Lay paper pattern on dough and cut around it with a sharp knife. Remove pattern and lay it aside to use again.

• Slide the large cookie (still on the waxed paper) to a greased cookie sheet and bake at 350°F. for about 12 to 15 minutes. Cool on a flat surface and decorate as you like or use the lines on the pattern as a guide. Leave waxed paper backing on cookies until time to eat them (it helps prevent breakage during storing and decorating).

DECORATING FROSTING

2 egg whites
½ tsp. cream of tartar
Confectioners sugar (about 3 cups)
Flavoring (peppermint or wintergreen)

• Beat egg whites until frothy.

• Add cream of tartar and enough confectioners sugar to make a medium-stiff frosting of good consistency to spread or to use in a cake decorating tube. To thin, add a small amount of water.

• Flavor with plenty of peppermint or wintergreen to make the cookies smell and taste extra good.

• Use vegetable coloring in small amounts of frosting if you want color.

• Apply the frosting with a cake decorator, using a plain tube to make lines for Davy's face, hands and gun; for the pony's mane, bridle and saddle, and as lines on cap, bear and Liberty Bell.

DECORATIONS

Semi-sweet chocolate
Shredded coconut
Colored candies
Round silver candies

• Mix melted semi-sweet chocolate with coconut to make bear's fur and fur hat. Spread while soft.

• Stick colored candies and silver candies in place with frosting.

Use frosting to "glue" pieces together—if you happen to break a leg or arm or (awful thought!) a head.

Designing children's cookies is mother-son sideline

Mrs. Gertrude Grover

FOR a long time my hobby has been baking—making animals, people, houses and things out of dough. It's a wonderful change from my full-time job—women's editor for Radio Station WHCU in Ithaca, N. Y.

Bill, my son, has a talent for drawing, so we combined forces. He designs giant cookies and I develop cookie and frosting recipes and the trimmings.

At first we made them as gifts for young relatives and neighbors. But the demand grew so, that we decided to print patterns for our cookies—and help other families have the fun of making their own. We began to charge a small fee.

And those giant cookie patterns have sold—enough for Bill to open a bank account toward his college education. He enters Cornell University this fall.

In the last year, we've marketed patterns for a Hansel and Gretel house and a cowboy set. Nothing seemed more appropriate right now, though, than characters in the popular Davy Crockett story.

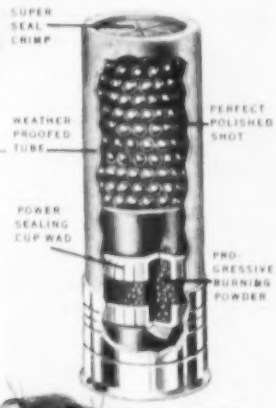
Our patterns are easy as anything to use. You just lay them on the rolled-out dough, as you lay a paper pattern on dress material. Then cut around the pattern with a sharp knife.

Paper patterns are handy, too, because they don't take up a lot of storage space like molds and cookie cutters do. You just tuck them in a file, or in the back of your cookbook. **End**

LONG RANGE LOAD

Powered to the limit for tough wildfowl shooting, the *new* 2¾" Super Speed Magnum shot shells deliver full, dense game-getting patterns. Power Sealing cup wads eliminate strung out shot column, "blown" patterns and deliver more effective pellets at ranges never before considered possible.

EXCLUSIVE WINCHESTER SHOT SHELL FEATURES



SHOWN IS 2 3/4" MAGNUM LOAD

- Perfect gas seal
- Full, FULL power
- Perfect patterns
- More hits, more game

For that Big Hunt or a Day's Fun

SHOOT WINCHESTER

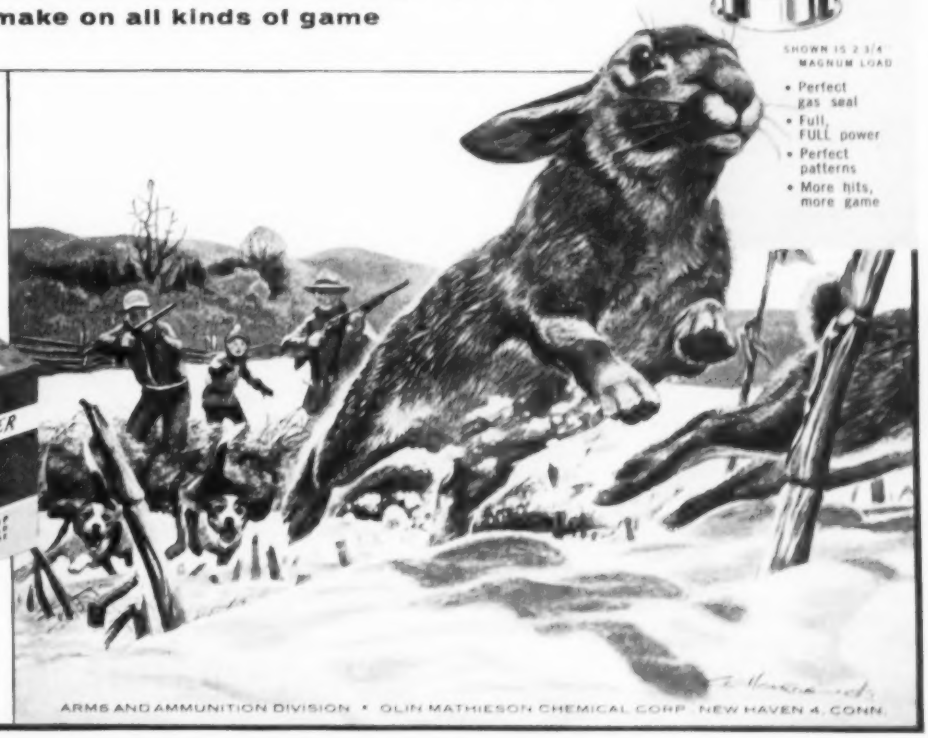
TRADE MARK

and see what a difference Power Sealing cup wads make on all kinds of game

Loaded just right for upland game, Winchester Ranger shot shells give perfect performance at all field shooting distances. No gas gets by the Super Seal cup wad to ball or fuse shot. Your patterns are always just right — right on your game.

FOR UPLAND GAME

All Winchester priming is rust-proof, non-fouling and non-corrosive



ARMS AND AMMUNITION DIVISION • OLIN MATHIESON CHEMICAL CORP. NEW HAVEN 4, CONN.

With Inco Nickel in them . . . metals perform better, longer

To an artist, the shock waves created by an airspeed of 2100 miles an hour look like this.

What's beyond the sound barrier?

More speed — more heat — more reason than ever for the aviation industry to plan Inco Nickel into its future

At sea level, the speed of sound is about 760 miles an hour—Mach 1.

At that airspeed, the surface temperature of an airplane is in the neighborhood of 200 degrees F.

Beyond that?

. . . look at the picture above. It's an artist's view of the formation of shock waves around planes moving about Mach 2.8—roughly 2100 miles an hour. At that speed, you expect friction-created skin temperatures in the 700-800 degrees F. range.

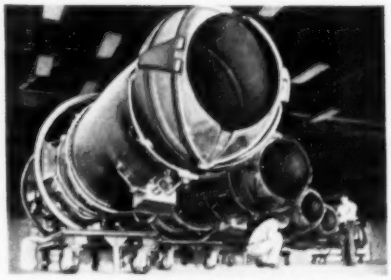
At such temperatures, few materials hold their strength long. So, for years, International Nickel research has been working closely with the aircraft industry on the structural materials problems involved.

Inco-developed "K" Monel is one product of this research cooperation.

Inco-developed Inconel "X" is another.

"K" Monel is now being used successfully at temperatures up to 800 degrees F. And, as authoritative tests prove, Inconel "X" now stands ready to move into the supersonic picture as the most dependable of the metals tested above about 950 degrees F.

Beyond this? *More speed, more heat, more structural materials problems for the aircraft industry and for Inco High Temperature Research.* For more information on the metal on which so much of this research is centered, write for a copy of "The Romance of Nickel." The International Nickel Company, Inc., Dept. 254d, New York 5, N. Y.



Inco-developed Alloys In Jet "Power Plants," too! Take the "power plant" of one of the newest jets. Combustion liners are Inconel, after-burner shell Inconel "W". These Inco-developed Alloys supply corrosion resistance, heat resistance, strength and ductility.

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INCO International Nickel

Producer of Nickel, Inco Nickel Alloys, Copper, Cobalt, Tellurium, Selenium and Platinum, Palladium and Other Precious Metals.

Looking ahead

NEWS THAT MATTERS TO CONSUMERS AND BUSINESS MEN

MILK AT SCHOOL: Your child may get a full pint a day in class this year--not just the half-pint that 11 million kids have been receiving under the U.S.-aided school lunch program. The extra milk, served in the morning or during a recess, will cost children 1¢ to 7¢ varying by states. The system got started last school year, with Federal subsidies of $18 million. This year, it rolls into high gear with spending nearer $50 million. Your school gets the aid only if it asks for it and if your state participates.

FLOOD INSURANCE: Many ask about it in the light of recent river rampages. Facts are: (1) you can, at high cost, insure personal belongings against water damage; but (2) insurance companies won't write a flood policy on your house. As for that "extended coverage" rider in many fire policies, it covers only water damage that directly results from hail or wind destruction--like rain soiling walls after a roof blows off.

Your mainstay after flood damage may be the Red Cross. If you lack funds, the Red Cross will repair your home, or rebuild it in harmony with others in your neighborhood (often at a cost of $8,000 to $10,000 or more). There's no obligation to repay. If it's a store that's flooded, Red Cross will sometimes make outright grants"to get the owner back on his feet.

FALL PAINTING: You get a year's extra wear out of exterior house paint, in most areas, if you paint in fall instead of spring. That's the advice of researchers at the National Paint, Varnish and Lacquer Association. Paint sets better than in hot weather, with less blistering and wrinkling. Finally, painting in fall indirectly cuts heat bills because you patch faulty caulking you might have overlooked.

Should you paint it yourself? With modern, easy-to-apply paints, most interior work (71%) is done now by families. On exteriors, 45% risk it. Hired labor can cost six times the price of the paint, and many people figure on saving this outlay. One warning: Some professional painters now make a good living renting scaffolds and drop cloths to amateurs, then cleaning up the mess.

FOOD BARGAINS: Potatoes will be reasonably priced this month--and better quality than last year; with a big crop, the "too large" and "too small" spuds will be culled for use in starch, frozen French fries, and potato chips. Pork, beef, broilers and friers will be abundant, reasonable. So will rice, canned tuna, canned grapefruit sections.

GARDEN TIP: Sow annual rye seed in your vegetable and "annual" flower beds in September, U.S. Agriculture Department researchers suggest. It helps prevent erosion, but chief benefit is improved texture of soil after spading under in spring. Makes soil easier to work, helps it hold air and water.

SAFER CARS: You may not be having your brakes checked often enough. Many people don't realize that the automatic transmissions, quicker getaway and greater power in late-model cars cause brakes to wear out faster. That's showing up in annual safety inspections required in some states: One car in four has faulty brakes. A relining in time generally costs $20 or less; several times that after drums are pitted.

BEST MOVIES: Recommended in September are Pete Kelly's Blues--with jazz, crime and Jack Webb in the Roaring Twenties; To Catch a Thief, in which Cary Grant does just that to prove his innocence to Grace Kelly; I Am a Camera, an adaptation of Christopher Isherwood's fascinating "Berlin Stories." Also good: How to Be Very Very Popular, The Virgin Queen.

IS EVERYBODY HAPPY?

Here's what bellwether counties told us

(Continued from page 25)

ter about falling commodity prices and rising farm costs. You get the impression that farmers may well "vote their pocketbooks" in 1956.

How bad off are they? Opinions vary. Banker R. F. Mollner says, "Cattlemen are short of hay in the upper

Schnorr

Brawley

country, and the potato raisers are in bad straits with the lowest prices they've had in years, but farmers generally are not in distress. The sound operators are in good shape."

Art Schnorr, who owns two ranches, added a political slant: "Well, I can tell you that farmers and ranchers are not satisfied. Don't forget that the Midwest farmers elected Truman when Dewey was headed for the White House in 1948. This time Western farmers may get in on the act."

But Bob Yancey, feed company salesman, reports that "most cattlemen are sticking by the game," and that "Ike is still popular."

Several others were critical of Interior Secretary Douglas McKay's water resources policy. James Minturn, Crook County district attorney, put it this way: "Our economy is based on agriculture, and people are for anything to get another dam for more water. Anytime anyone says he's against a project, he's No. 1 on the list of men we don't vote for."

Ike and the Russians

Eisenhower's performance at Geneva pleased almost everybody, but few thought the Soviets had changed basically. "You can't trust them," was the universal comment.

Samples:

Attorney Jack Keller, 28, president of the Chamber of Commerce, Waynesboro, Pa.: "Nothing tangible was accomplished, but it certainly made people feel good."

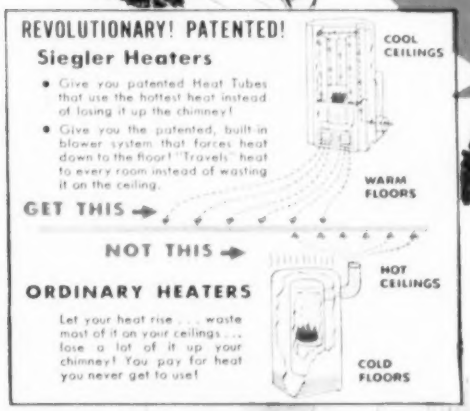
Paul Chalfant, publisher of the Waynesboro *Record-Herald:* "Ike proved to the world that we mean business

For goodness sake — get POST 40% BRAN FLAKES A Product of General Foods

don't SHIVER and SHAKE this winter

Discover the miracle of

"TRAVELING HEAT"



Enjoy Warm Floors!

***Heat "travels" to every room* without costly furnace pipes or registers to install!**

If your rooms and floors are so cold, you shiver and shake all winter—you'll say Siegler's new "Traveling Heat" *is* a miracle—a miracle of comfort! You'll never again have to worry about the children playing on cold, drafty floors—because the new Siegler Heater gives you warm floors! You'll never again have to live in 1 or 2 rooms all winter—because the new Siegler Heater actually "travels" warm, even heat to every room in your home.

In every way, Siegler is the finest Home Heater you can buy. Saves up to half the fuel! Gives you up to twice the heat! Its heavy, cast iron construction gives constant, even heat and lasts a lifetime. The finish is porcelain fused to the metal—not just baked on paint! It won't discolor or flake off! And the Siegler Home Heater is so silent—only the warmth you enjoy tells you it's running!

No other home heater offers the comfort, safety and health for your family you get with a Siegler. See a Siegler Oil or Gas Home Heater today! The Siegler Corp., Centralia, Ill.

MONEY BACK GUARANTEE

SEE **Siegler** PATENTED AUTOMATIC

OIL or GAS HOME HEATERS

"with the Patented Heat Tubes"

when we say we want peace." Attorney Joe P. Hand, Emmetsburg, Iowa: "It was past Administrations that put Ike in a good bargaining position."

Iowa Mail Carrier K. J. Hansen: "I was glad everything was above the table. Those things shouldn't be kept secret."

Crook County (Oregon) Judge Harry Fowler: "Ike helped our prestige by proposing a bold program, knowing

Keller

Hansen

Fowler

it would be turned down. It's like a poker game."

Mill worker Homer Mulkins: "A lot of hooey; just a publicity stunt. Ike didn't make any more headway than Roosevelt did at Yalta."

Those higher union wages

The Guaranteed Annual Wage victory for Detroit auto workers was too remote to arouse strong feelings; but John Tiley, secretary of the Chambersburg, Pa., Chamber of Commerce, wanted to know "how can you guarantee wages if you can't guarantee sale of your product?" An Iowa farmer thought it was "all right" because it would give the workers "more money to spend for the things that we farmers raise," but Dr. J. Frank Faust, Chambersburg school superintendent, disagreed. "People ought to earn what they get," he said. "We're creating a nation of spineless mushrooms."

The question of whether to recognize Red China or stick with Chiang Kai-shek and the Nationalist Chinese drew a blank for the most part. Most people hadn't thought much about it or were content to leave the whole thing up to Ike.

How it all adds up

The dominant impression TOWN JOURNAL reporters got was that the President has more friends than ever; that people trust him. Running against this current of approval was a feeling among some farmers and working men that he was creating a Government that favored big business.

Said Pennsylvanian Horace A. Kottcamp, Republican Burgess of Chambersburg: "I'd vote for him in 1956 even if he ran on the Democratic ticket."

Arthur McDonald, Iowa realtor: "If Ike ran for reelection tomorrow, he'd get a bigger vote than he did last time."

Oregon mill worker Homer Mulkins: "I just hope he doesn't run." **End**

PHOTOS: HOSTETTER, MATHER, WEIGEL

Remington announces the world's first lightweight

AUTOLOADING BIG GAME RIFLE !

*From $124.95**

NEW REMINGTON "WOODSMASTER" Model 740 in powerful 30-06 caliber

Just aim . . . and squeeze the trigger—sensational New Remington "Woodsmaster" Model 740 loads automatically, cocks automatically—lets you concentrate *entirely* on the game, not the gun! Yet it weighs as little as 7½ lbs. and has the lightest recoil of *any* lightweight high-power sporting rifle—thanks to exclusive POWER-MATIC action. Five shots on one loading with extra magazines available to let you clip in four more rounds instantly. And you get 30-06 cartridges designed for everything from farm pests to the largest North American big game. See the new Remington "Woodsmaster" Model 740 NOW—there's never been a gun like it.

Remington also offers the "world's strongest bolt action" in 7 big calibers—Models 721 and 722, from $82.80* and the world's fastest hand-operated big game rifle—the slide-action Model 760 "Gamemaster," from $104.40*

Remington DU PONT

"Woodsmaster," "Gamemaster" are Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

* Prices subject to change without notice

The career with a built-in "fortune"

(Continued from page 23)

Teachers College found that 10 years after graduation, 64% of the women graduates of one class had married. The true percentage undoubtedly would be higher, because many graduates failed to mail back their cards. Marital statistics for the United States as a whole, covering the same period, gave 66% of all women over 14 as married.

What type men do teachers marry?

Ithaca, N.Y., an average up-state community, found that its teachers had become the wives of local doctors, dentists, business men, ministers, lawyers, college professors, bankers, radio commentators and other teachers.

Consider these other advantages, often overlooked: Classroom hours are shorter than those of office workers. Teachers may put in a lot of overtime, but there's a long summer vacation for travel, study, rest or extra wage earning. During my first few years of teaching I spent the summers at a mountain lake as a camp counselor. The pay stretched my income. I had lots of fun and a profitable vacation. Today, in many school systems, salaries are spread over the summer months.

The young wife who wants to share financial burdens until her husband becomes established will find that teaching hours are adaptable to a home-making-career combination. I know because I taught for three years while my husband was building up a law practice and my earnings certainly helped.

The mother with a teaching background at the primary level will find she has stored up rich resources in songs, games, stories, crafts and busy work. Exactly such activities from my own "storehouse" made our home popular with neighborhood youngsters from pre-schoolers up.

The course in child psychology (part of every teacher-training program) paid off again and again by helping me to solve problems of discipline and guidance.

The salary picture is not so bad as it has been painted. In some states salaries are admittedly low—the Mississippi, Arkansas, Tennessee and South Carolina yearly average is under $2,400. However, in these states and a few others the cost of living is likewise proportionately low, and so is the pay in other lines of work.

Arizona, California, Minnesota and New York pay their classroom teachers about $4,000 on the average. Supervisors, principals and school executives earn up to $6,000 or more—with superintendents in large city systems doing still better. As a nation we are awakening to our school and teacher needs, and there is good reason to expect higher salaries.

A classroom teacher may advance to department head, supervisor, vice-principal, principal. The grade teacher who chooses to study further can go on into academic or college work. And a raise in pay goes with each step up.

The widow who may be left with children to support can find few other jobs which will give her as much free time at home. Children of school age will go to school with her. She'll be free on Saturdays and during the summer months when they are free.

As to security—many states give teachers permanent appointments at the end of a probationary period; and retirement systems promise an assured life income when teaching days are over.

What is life like for the retired teacher? Most of them go in for hobbies. A few travel. Some turn to writing. One of my friends is the author of several children's books and magazine articles. A former local music teacher has written a series of text books. Another turned to politics, which had always appealed to her!

But back to Betty, my neighbor's daughter, and her career. It goes without saying that wise parents will let their own particular Betty choose for herself. If she likes children and does consider teaching, it's not fair to discourage her with the out-dated arguments that have helped produce the shortage of teachers.

Betty should be advised that no job will be a bed of roses; that some jobs with better financial angles may yield less in the long run; and that—if she does decide to teach—those tuition dollars faithfully saved to further her education, will come in handy for another purpose. (The state pays for teacher training, if the trainee attends a state teachers college.)

This is the *fortune* Betty may expect to gain from a teaching career if she proves to be of teacher caliber: a college education—tuition free; usually pleasant environment; intelligent, co-operative associates; opportunity for advancement; background for successful marriage and child training; an equal or possibly better-than-average chance to marry; one of the best chances against divorce; retirement security, in many states; the ability to live an enjoyable, useful and often a productive life after retirement and a host of friends among former students and their parents.

Now, with a year of teacher training behind her, neighbor Betty is out to get that fortune. And, I am delighted to say, our own daughter joins her at State Teachers College this fall. I know their lives and the lives of the children they teach will be enriched because of their chosen careers. **End**

"Do you suppose we ought to tell him what she's really like?"

These ingenious new traps foil bandits

(Continued from page 46)

horror, every pair of eyes behind the cages was upon him. Startled, he walked—tip-toe-like—straight out the door.

The bandit himself related this chilly episode when interrogated by the FBI—who arrested him after he decided to rob another bank in town.

"It was a funny feeling," he blurted to an agent. "I knew this was one job I'd better not pull. . . ."

He hadn't known that a few hours before, an FBI man had reminded employees to be alert for strangers.

What makes certain banks more "inviting" than others for bandits? Here are the come-ons authorities list: Lack of police protection; absence of armed guards; no visible alarm systems; absence of a stream of customers; large piles of money lying around cashier's cages.

The "welcome mat" can be removed, says James E. Baum, deputy manager of the American Bankers Association in New York, who probably knows more anti-bandit ruses than any other man in the business.

One of the most effective means of "offensive defense," as Baum puts it, is "nature's most spontaneous alarm—the scream of a woman teller."

An investigator told me that simple screaming saved banks nearly a quarter-million dollars last year.

Although bank authorities warn their employees not to fight it out with bandits, they nonetheless instruct cashiers not to appear too anxious to part with the money in a holdup. Almost every bank protects its loss through insurance, but a holdup may result in higher insurance rates.

More than a dozen holdups were frustrated last year when the teller simply disappeared from the bandit's view—under the counter. The surprised gunman took the natural course. He disappeared himself.

Surprisingly, bandits rarely shoot in banks. In a spot check of 100 recent holdups, the FBI found that on only seven occasions did the bandit fire—and then it was usually unintentional.

The new wave of bank holdups has produced a large crop of "loners." In fact, three out of four bank stickups were pulled off by lone wolves. The bank gangs of the type of a generation or so ago are now almost an oddity.

The modern gunman of the bank circuit generally falls into one of two types—the "hit-and-runner" (the gun-in-the-teller's face kind) or the "morning-glory" (the man who slips into the bank before opening hours, usually on the heels of an employee).

ABA man Baum lists a dozen or so traps for the hit-and-runner.

The silent alarm—a buzzer at the teller's fingertips leading directly to the telephone company or police department—is particularly effective.

One of the most ingenious of all traps is the "spring clip" idea. A metal clip is secretly attached to the last few bills in the cash drawer. When the teller complies with the "hand over the money" order, he slips out the bottom bills; the spring clip makes contact, and a warning buzzer elsewhere in the building rings out.

Nowadays, money being passed over the counter can be photographed—at the rate of 500 bills a minute—by a microfilming camera concealed near the teller. Banks can project the film on a screen and take down the serial numbers of the "hot" money.

Incidentally, there are cameras which can photograph the bandit while the holdup is in progress, simply by the press of a teller's button.

Decoy bills—money that's been marked—are kept on tap in some banks just for the occasion of a holdup.

"Tainted money" is currency sprayed beforehand with invisible, indelible ink. When the bandit fingers it, the ink rubs off on his hand and soon turns into luminous, long-lasting purple. All police need to know is, "has anyone seen a person around cashing bills—with purple hands?"

Many a large haul has been thwarted by a money trap that drops excess currency out of sight; the teller quietly springs open a collapsible bottom in his cash drawer, tumbling most of the bills into a theft-proof chest.

New and clever defenses have also been rigged up against the early-bird or "morning-glory" bandit whose specialty is the bank vault.

Some vault dials now come with a built-in alarm system. A certain twist, and *click*—a circuit is opened directly to the police station.

Another device is the two-man combination which cannot be worked unless two employees, each the sole possessor of one-half of the combination, are immediately available. Some banks guard all cash not needed for that day's business in an extra chest that's set to open only after closing time.

Seven recent early-bird holdups—three of which were pulled by "loners"—could have been thwarted with one of these devices, bank officials said.

FBI Chief Hoover emphasizes: "One cannot overlook the extreme importance of alertness at the time of a holdup." One of Hoover's investigators tells of a customer in a Tennessee bank whose keen sense of observation helped the FBI solve an especially tough case.

The witness, studying the heavily-masked bandit, could see only his eyes, eyebrows, the bridge of his nose, and his ears. "I watched him for 15 minutes and I know I'd recognize him again," he confidently told the FBI.

When a stack of photographs were shown the teller, he pointed to one. "That's the man," he said quietly. A quick arrest and confession resulted.

Here are a few hints from FBI Chief Hoover for citizens who may witness a robbery:

1. Determine the bandit's height by comparing it with a nearby object—was his head an inch lower than the wall calendar?

2. Study the bandit's ears—are they lumpy, large, or well-shaped?

3. Did the color of his hair match the shade of anyone you know? Were his eyebrows thick? Was there a scar on his face?

4. Did he have any peculiar habits, like a twitching eye?

5. What was his build—lanky, short, burly, stout, droop-shouldered?

6. Compare his apparent age with someone you know.

Though alertness has tossed many holdup men in jail, over-cautiousness can occasionally lead to surprising—and embarrassing—developments.

In a small bank outside Chicago a stranger announced, "I'm here to look over the books," and flashed his credentials.

"You are?" gasped the clerk, then regained his composure. "This man's a phony," he said to himself. "The real examiner was here just yesterday."

The fast-thinking clerk smiled and politely beckoned the fellow to follow. "Would you wait for a moment in our directors' room?" Locking the door from the outside, the clerk dashed for the phone. "Get over here, quick!" he told the police. "There's a suspicious man in the bank!"

Sirens crescendoed toward the bank. Police burst in. The startled stranger protested, "Call the Chicago office, they'll vouch for me."

And in Chicago, the main office official explained, "Sure, he's our man, why the fuss?" Then, "Omigosh! We made a mistake and scheduled two examiners for the same bank!" **End**

Can we partly empty our mental hospitals?

(*Continued from page 27*)

a staggering $3.9 billion annually—with taxpayers footing most of the bill. For example, in the state of New York, one third of every tax dollar is spent on the care of the mentally ill.

The bitter truth is that we have been running a futile, losing race against mental disease. Three out of every four state institutions are badly overcrowded; and the number of victims is increasing faster than we can build hospitals for them.

The current psychiatric revolution—which promises to abolish this appalling situation—had its beginning in 1950 when France's giant Rhône-Poulenc Specia Laboratories tested chlorpromazine during a routine search for a better sedative.

No one suspected the tremendous implications of the new chemical until, in 1952, a sample went to Dr. Henri Laborit, an obstetrician. Knowing that similar compounds were effective in controlling nausea, he tried chlorpromazine on some expectant mothers suffering from severe morning sickness. The drug worked beautifully. Laborit noticed that it also calmed the women; their fears and anxieties due to pregnancy seemed to melt away.

On the slender strength of this observation, two Parisian psychiatrists gave chlorpromazine to a group of violently manic patients. The first results were spectacular. Wildly excited psychotics became quiet and lucid. Soon hospitals throughout Europe were successfully using chlorpromazine on their mental patients. Shortly thereafter, Smith, Kline and French Laboratories introduced it into the U. S. under the trade name of *Thorazine*.

Further experiments revealed the drug's astonishing versatility. Besides being effective against mental illness, it is valuable in the treatment of alcoholism and is a speedy cure for chronic, severe hiccups. According to reliable rumors, it relieved the seizure of hiccups that recently endangered the life of Pope Pius XII.

However, chlorpromazine is by no means a trouble-free medication. Among its occasional side-effects are rashes, jaundice, Parkinsonism and perilous chemical changes in the blood. Physicians withdraw the drug at the first sign of an untoward reaction.

Snakeroot, an ancient remedy from India, won medical attention while chlorpromazine was being tested. For centuries, Hindus had been using the plant—called Rauwolfia—as a cure-all. About 25 years ago, two curious Indian chemists refined it and reported that one of the products was an effective treatment for insanity. Unhappily, their report was ignored.

But in 1949 Dr. Rustom Jal Vakil of Bombay successfully treated 50 cases of high blood pressure with Rauwolfia; all had failed to respond to other therapy. When Dr. Vakil published his results, an alert American—Dr. Robert Wilkins of Boston—sent to India for a supply of the drug and used it with remarkable results on his patients. Rauwolfia is now a preferred treatment for hypertension in the United States.

In addition to lowering blood pressure, Rauwolfia had a calming, quieting action that interested psychiatrists. Subsequent research uncovered reserpine, a chemical fraction of Rauwolfia that acts much like chlorpromazine in "tranquillizing" mental patients.

One example of the good results obtained with reserpine: Of 200 excited, assaultive patients who received it at Rockland State Hospital in New York, 44 recovered sufficiently to leave the hospital and 86% showed some improvement.

Other bright research vistas are being opened by a chemical variant of lysergic acid called LSD. *When given to normal people, LSD causes an artificial insanity lasting some 20 hours.* The symptoms induced resemble those of schizophrenia.

The use of LSD enables researchers for the first time to enter the realm of mental disorder at will. It also gives them a perfect means of testing the value of chlorpromazine, reserpine and other blocking agents *because volunteers are able to report which treatment helps most!*

What is it like to be "crazy"? After taking LSD, a psychology student—in a typical psychotic pattern—developed a distressed, agitated state followed by a silent, sullen withdrawal. Here is his account of what it felt like:

". . . dissociated, plagued, pounded, weighed—all these are inadequate to describe the horrible state I was in, all of them put together. Perhaps the central thing was suspicion and fear that you would find out about me, or perhaps think things that were not true. My overwhelming concern became 'Are they doing this to find out how I'll act? Are they deliberately rattling that damned paper to make me angry?'

"On and on and on this went, and, as was no doubt obvious, I decided to do as little as possible so I wouldn't make any mistakes. It was my *confusion*, the fact that I had to study the situation, to be careful, that . . . racked me up."

Later the same student was given a blocking agent—in this case Frenquel, a drug manufactured by the William S. Merrell Co.—before administration of LSD.

"It was quite similar," he reported of this second experience, "yet it was so very different. Where the first time, my mind began racing and becoming tangled, eventually swallowing me up despite my efforts, the second time my efforts to fight it off were successful. In one sentence: 'It was a fight both times, but the second time, I won.'"

We now have reason to hope that the day is not far off when science will fashion the ultimate chemical weapons that will enable every victim of mental disease to win—every time. Even now, it is anticipated that—thanks to new drugs—thousands of chronic patients will be discharged from mental hospitals in the next two years.

In our attitude toward insanity we have come a long way from the scourgings and dungeons of a century ago. Another 10 to 20 years seem certain to bring humanity a great triumph over the black, elusive forces of madness.

Meanwhile, we owe a solemn duty to our fellow men who have been stricken by mental illness. A duty to give them the sympathetic understanding they need as much as they need any miracle drug. For they are losers in an unequal struggle; their world is often a desolate place of loneliness . . . terror . . . confusion.

And there, but for the grace of God, walks every one of us. **End**

"I'm going out. Be sure and take the clothes down if it starts to rain."

Every year we'll take a new look

(Continued from page 31)

mered at what Starke might do to improve its rating. We printed photos of the unsightly shacks that greet tourists on U.S. 301, publicized the low salaries our teachers get, and beat the drum for a new swimming pool.

We criticized the lack of important books in Starke's library, deplored the weed-grown cemetery, and demanded better zoning. And we shocked some readers with a bold, front-page picture showing one of Starke's 60 remaining outhouses. Accompanying it, the headline: *Are We Making Privy Progress?*

Most folks cheered us on—and asked, "What can we do to improve?"

Some editors of weekly papers believe that such "let the chips fall where they may" crusading should be left to city dailies; that the town paper should never offend anyone. "Your paper won't last if you do," they say.

But we've done our bit of crusading—and the *Telegraph* has managed to last for 76 years. A few readers get mad, yes. But most of them realize that we try to be fair; that we avoid a "know it all" attitude, letting the facts speak for themselves; and that we hand out compliments as often as brickbats.

It pleased the mayor, for instance, when most people marked "yes" after Item 8 in the quiz ("The head of your local government is a 'get things done' man"). Public servants don't get compliments often. Neither do Chamber of Commerce managers; ours got a kick out of the many "yes" checks after Item 4 ("There's a Chamber of Commerce with a live-wire manager"). And our motels, overjoyed with an 82-to-0 favorable rating, bought a half-page ad in our paper to thank the people of Starke.

Where we needled, the general reaction was, "We know what we need to do—now how do we go about doing it?"

Next, we took a vote on changes to make first.

The Starke Women's Club, moving in quickly amidst the barrage of publicity, passed out "Which improvements first?" ballots at a town meeting open to everybody. The ballots listed 15 projects which Starke might tackle to better its rating. On hand were the mayor, fire chief, school superintendent, a doctor, and eight other civic leaders and town officials—a panel of experts to answer questions so that the audience's choices might be intelligent ones.

"This is wonderful," a town official told me after the balloting. "It's always hard to know where people want us to spend the limited funds in our treasury. This way, we get told!" Serv-

DO YOU DARE TO RATE YOUR TOWN?*

No questionnaire is foolproof. But if you can circle "yes" on 30 or more of the virtues below, chances are you live in a town of which you can be proud.

1. Most high school graduates stay in town. **Yes No**

2. Getting a loan on a sound business venture is easy. **Yes No**

3. The local paper constantly pushes civic improvements. **Yes No**

4. There's a Chamber of Commerce with a live-wire manager. **Yes No**

5. Local speeders pay the same fines as out-of-towners. **Yes No**

6. There's a place to swim within easy reach. **Yes No**

7. Young couples have little trouble finding a place to live. **Yes No**

8. The head of your government is a "get-things-done" man. **Yes No**

9. Town entrances are free from junk, shacks and billboards. **Yes No**

10. Teachers' salaries are better than the state average. **Yes No**

11. There's at least one doctor per 800 people in your county. **Yes No**

12. There's a library with a good collection of recent books. **Yes No**

13. Newcomers quickly feel they're part of the town. **Yes No**

14. Schools have plenty of room for students. **Yes No**

15. Fire insurance rates are low for your type of town. **Yes No**

16. Service, veterans' and women's clubs team up on projects. **Yes No**

17. There is an active, well-organized Boy Scout troop. **Yes No**

18. A modern hospital is within your trading area. **Yes No**

19. All streets are paved and sidewalks are in good shape. **Yes No**

20. Well-stocked stores keep shoppers in the town. **Yes No**

21. There's a hotel or motel you'd enjoy if you were a visitor. **Yes No**

22. It's easy to find parking space in the business section. **Yes No**

23. At least one restaurant serves outstanding meals. **Yes No**

24. The sewer extension program keeps pace with new housing. **Yes No**

25. It's easy to get volunteers for any worthwhile project. **Yes No**

26. Public toilets are provided for farm folk shopping in town. **Yes No**

27. Prompt, reasonably priced ambulance service is available. **Yes No**

28. Good zoning keeps factories away from residential areas. **Yes No**

29. There's an annual Clean-Up, Paint-Up, Fix-Up week. **Yes No**

30. Streets throughout the community are well lighted. **Yes No**

31. More than half the church congregations are under 40. **Yes No**

32. Shade trees line nearly all the streets. **Yes No**

33. There's an ample supply of good drinking water. **Yes No**

34. There's a recreation center where young people dance. **Yes No**

35. The business section has a modern, prosperous look. **Yes No**

36. There's as much interest in local as national elections. **Yes No**

37. The tax rate is attractive to new industry. **Yes No**

38. There's a community council to guide town progress. **Yes No**

39. There's an active PTA. **Yes No**

40. Firemen must take regular training courses. **Yes No**

***WHY NOT ASK YOUR NEWSPAPER TO REPRINT this questionnaire? Or get your club, Chamber of Commerce, school or church to use it? It's the one devised by TOWN JOURNAL three years ago and used since then by hundreds of communities, including Starke. You can get 100 copies for $1; write Rate-Your-Town, TOWN JOURNAL, Washington 4, D.C. You can duplicate Starke's story, as told here by Gene Matthews to TOWN JOURNAL'S Don Stroetzel. Let us know what you do.**

ice clubs, too, got good steers on projects to tackle.

Our leaders were astonished when the ballot tally put "a recreation center for young people" in first place. With Kingsley Lake so close, they hadn't realized that Starke suffered from lack of recreation.

But Larry Gibson, our soft-talking and conscientious supervisor of schools, had known it. He'd waited for something like this. Now, with the first-place vote as a springboard, he appealed for and got financial support for recreation from our service clubs, talked contractors and others into giving materials and labor, and won official approval for a paid summer recreation staff.

The old USO building—which had been slowly deteriorating since the shut-down of nearby Camp Blanding—gleamed this summer with new paint. Inside, the kids learned crafts; outside they had fun exploring new pipe mazes, climbing ropes and playing shuffleboard. Some 300 youngsters participated in this summer's program—triple the number who'd joined up the previous summer when the only offering was free transportation to the lake.

What worked for recreation also worked with town beautification. The Garden Club had quietly sizzled when workmen destroyed many of our ancient oaks to widen streets. But after "beautification of highway approaches" rated third among the most-wanted projects, the women saw their chance.

"How about an appropriation for palm trees to replace the oaks?" club president, Mrs. M. F. Hazen, asked county officials. They offered a token $300. "That's not enough," she pressured. "The people want more trees and *I can prove it*." She got $1,000 with a promise of more later. As a starter, the county has ordered 60 Phoenix canariensis palms—a handsome variety which may someday earn us the reputation among tourists as "Florida's northernmost city of palms."

And so it has gone. "Zoning and planning for the town's future growth" rated high in the balloting; today, besides getting our new zoning code (which already has kept a supermarket from settling between two churches), we're exploring new county legislation to sweep auto graveyards and unsightly signs from the approaches to town. "A public swimming pool," also high in votes, has become a likely future project for our service clubs.

Merely printing the quiz once in the newspaper, or discussing it at a Rotary club luncheon will not bring dramatic results. The questionnaire is a "door opener"—but it needs the kind of follow-up we've given it so far in Starke and the kind we intend to give it in the future to make it a permanent force for town betterment.

Once each year, our paper will print the questionnaire. We will ask an increasing number of organizations and clubs to rate Starke. We will work with the Women's Club to make the "what do we need most?" ballots a permanent annual institution. And—each time public opinion expresses itself in this way—we'll crusade editorially for wanted improvements.

Sometime soon, I hope we can create in Starke a Community Council. Such a group—composed of leaders from the service clubs, town government, newspaper, churches, schools and labor unions—can serve as an action committee to explore ways and means to bring about the changes our people want. The council could unite our local organizations behind *big* projects—there'd be less duplication, less frittering away of energy on *little* projects.

An action group like this can spring naturally from the town-rating plan. One did, I understand, in Ridgway, Pa. There, after members of each service club rated the town, two key men from each club met to evaluate the answers. They became so enthused by their session together—and by what might be done through inter-club cooperation—that they continued to meet, as a permanent Community Council. Today, it's this group that studies and agitates for changes in Ridgway—and finds ways to get them made.

Often, I'm asked, "what good is it to rate your town when peoples' answers may be uninformed?" When they guess—and guess wrong? First off, that doesn't happen often. But even when it does, the quiz serves a valuable purpose: It tips the town officials and the newspapers to areas of public misunderstanding.

Most people here, for example, marked "yes" after Item 33 ("there's an ample supply of good drinking water")—unaware that as far back as 1952 inspectors labelled our town's ancient water tank unsafe. Result: We publicized the true facts—and Starke is to get a new tank.

Another approach was tried, I've learned, in Washington, Iowa. There, each service club took over two or three quiz items as research projects; then, each week, the local paper published the written reports of their investigations. With 40 items, such a campaign can keep a town "change-minded" for 40 weeks! I'd like to try it.

Hundreds of towns, across the U.S., are exploring new and exciting ways to use the questionnaire effectively. We can learn a lot by exchanging ideas; just as I've come to like Yankee pot roast, you might like our boiled green peanuts. Already, I believe, when you put all the rating techniques together, you get a plan wherein any community can restore its vigor in organized fashion. Why not try it? **End**

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Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

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In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

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This substance is now available in *suppository* or *ointment form* under the name *Preparation H.** Ask for it at all drug counters—money back guarantee. *Reg. U. S. Pat. Off.

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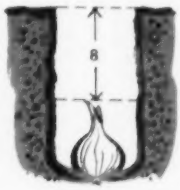
Get d-CON today at your grocery, drug, hardware or department store.

4 rules for SURE

IF YOU'VE been getting just one year of bloom from your spring bulbs, I'll bet my bottom dollar that you're not doing one of four things right.

Do you plant deep enough? Nine out of ten amateur gardeners slip up here. Tulips should be planted at least 8 inches deep to the *top* of the bulbs. That's deep, believe me. Takes lots of digging. A man's likely to say, "Oh, well, a few inches more or less—" and wind up a few inches less than 8 inches. Deeper doesn't hurt. In fact a foot deep is good in loose soil, and where the soil is apt to get very hot in midsummer. They'll bloom better, be safer from rodents, and keep blooming for more years.



Plant daffodils deep, too, at least five inches to the tops of the bulbs, and hyacinths a little less. Bulbs of smaller size, like crocuses, grape hyacinths, snowdrops and scilla should go down to three or four inches.

Do you feed deep enough? True, your bulbs will bloom well enough the first year without feeding because in good top-size bulbs the flower is already formed inside just waiting for next spring to pop up. But if you want year after year of bloom, you have to feed when you plant.

Into the bottom of the hole mix plenty of humus in the form of *well-rotted* manure, compost, peatmoss or woodsoil. This layer of humus should be two inches deep under and around the bulb. Also work in a generous handful of plant food with the humus.

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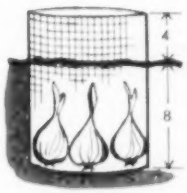
success with TULIPS

An ordinary complete plant food, like 5-10-5 or 4-12-2 will do, but a slower-acting and longer-lasting diet of dehydrated manure and bone meal (three parts by weight of the former to one of the latter) is best. Use 3-5 lbs. of commercial plant food or 4-8 lbs. of the manure-bone meal mixture per 100 square feet of bed.

Do you plant early enough? Bulbs like to have a chance to establish roots before frost sets in, so give 'em what they want and plant 'em in September or October. They may do all right if you plant after freezing begins, but they will need a mulch to delay deep freezing of the soil. Don't apply this mulch till after the surface freezes or mice may find shelter within it—and tasty food beneath.

Do you protect your bulbs from moles? Maybe something is eating up your bulbs. Except for daffodils, bulbs are good eating to moles, mice and pocket gophers. If you've got any of them, try protecting your bulbs with quarter-inch wire screening, 10 or 12 inches wide. Surround groups of bulbs with this screening and make sure that it goes at least 8 inches into the ground.



Remember, too, that you have to plant good quality bulbs to get top-notch bloom. Beware of bargains that offer dozens of bulbs for almost nothing—you're likely to get stuck with under-sized bulbs that won't bloom for a year or two and might not do well even then. Be especially wary when a company advertises bulbs of a certain *circumference*. They're probably trying to fool you into thinking the bulbs are bigger than they are. You'll do best to buy from well-known and reputable companies.

—*F. F. Rockwell*

GRAVELY makes Leaves VANISH!

23 DIFFERENT TOOLS

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Bass Fishermen will Say I'm Crazy . . . *until they try my method!*

But, after an honest trial, if you're at all like the other men to whom I've told my strange plan, you'll guard it with your last breath.

Don't jump at conclusions. I'm not a manufacturer of any fancy new lure. I have no rods or lines to sell. I'm a professional man and make a good living in my profession. But my all-absorbing hobby is fishing. And, quite by accident, I've discovered how to go to waters that everyone else says are fished out and come in with a limit catch of the biggest bass that you ever saw. The savage old bass that got so big, because they were "wise" to every ordinary way of fishing.

This METHOD is NOT spinning, trolling, casting, fly fishing, trot line fishing, set line fishing, hand line fishing, live bait fishing, jugging, netting, trapping, seining, and does not even faintly resemble any of these standard methods of fishing. No live bait or prepared bait is used. You can carry all of the equipment you need in one hand.

The whole method can be learned in twenty minutes—twenty minutes of fascinating reading. All the extra equipment you need, you can buy locally at a cost of less than a dollar. Yet with it, you can come in after an hour or two of the greatest excitement of your life, with a stringer full. Not one or two miserable 12 or 14 inch over-sized keepers—but five or six real beauties with real poundage behind them. The kind that don't need a word of explanation of the professional skill of the man who caught them. Absolutely legal, too—in every state.

This amazing method was developed by a little group of professional fishermen. Though they are public guides, they rarely divulge their method to their patrons. They use it only when fishing for their own tables. It is probable that no man on your waters has ever **seen it**, ever **heard of it**, or ever **used it**. And when you have given it the first trial, you will be as closed-mouthed as a man who has suddenly discovered a gold mine. Because with this method you can fish within a hundred feet of the best fishermen in the county and pull in ferocious big ones while they come home empty handed. No special skill is required. The method is just as deadly in the hands of a novice as in the hands of an old timer. My method will be disclosed only to those few men in each area who will give me their word of honor not to give the method to anyone else.

Send me your name. Let me tell you how you can try out this deadly method of bringing in big bass from your "fished out" waters. Let me tell you why I let you try out my unusual method without risking a penny of your money on instructions or lures. There is no charge for this information, now or at any other time. Just your name is all I need. But I guarantee that the information I send you will make you a complete skeptic—until once you try it! And then, your own catches will fill you with disbelief. Send your name, today. This will be fun.

ERIK R. FARE, Libertyville 2, Illinois

Erik R. Fare, Libertyville 2, Illinois
Dear Mr. Fare: Send me complete information without any charge and without the slightest obligation. Tell me how I can learn your method of catching big bass from "fished out" waters, even when the old timers are reporting "No Luck."

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Makes any can a pouring pitcher. No struggling with picks, knives or old style openers. Makes a big smooth edged clean pouring spout on any size can from little 2 ounce milk can up to full gallon can. Chrome plated—easy to use—nothing to break or wear out. Only opener that does a perfect job on rimless cans. Guaranteed. Order No. K-115. $1.00 ppd. Downs & Co., Dept. 5867, Evanston, Ill.

Oh! What Relief! — $1

Say "good-bye" to aching feet. Just soak 'em in Stride . . . a marvelous new medicinal solution. Corns, callouses, itching, soreness, burning and odor will disappear. Softens skin. End foot misery this safe, easy way. 5 oz. can lasts for months. *Guaranteed foot relief or your money back!* Only $1, postage paid. Order Stride direct by mail from Sunset House, 694 Sunset Bldg., Hollywood 46, Calif.

New Kirsch Window Decorating Book

"*Window Inspirations*" brings you more than sixty window treatment pictures. Forty full color room ideas . . . in 32 big pages. Hints on fabrics and fixtures, instructions for making curtains, draperies, solutions for problem windows. A fascinating section on color, with built in "slide-rule" color guide! Plan exciting new effects with "*Window Inspirations*." Only 50¢ ppd. Kirsch Co. 41 Prospect, Sturgis, Mich.

Make Grandfather's Watch Useful

Treasure Dome Jr. Full-sized "bellcase" made of clear styrene—plastic base. Easy-to-wind timepiece; home for treasured heirloom. Showcase for medals, keepsakes. $1.95 Ppd. Nameplate as shown (3 words) add $1. Original Treasure Dome of crystal-clear Dupont Lucite, hardwood base of mahogany, ebony, blonde. $4.95 Ppd. Carol Beatty, Dept. 709-V, 7410 Santa Monica Bl., Los Angeles 46.

Shipped to You from Free Europe

Cuckoos every ½ hour. Low price by direct import. Made in German Black Forest. Weight pendulum movement. Hand-carved, walnut finish. Order as gifts too. (Not more than one addressed to the same person.) Send only $3.95 each. No COD's. Money-back guarantee. Postman collects 15c foreign packet fee which can't be prepaid. Seven Seas, Dept. E469, 1717 Westwood, Los Angeles 24, Calif.

This Grass Never Burns Brown

Amazoy gives a green lush lawn despite burning heat! Grows thick—kills crab grass—needs ⅔ less mowing. Each easy-to-plant 2" plug spreads to cover one sq. ft. in one season. Plant Now while hot. Plugs must grow or replaced Free. Order 50 Amazoy plugs $4.98, $4.95 plugger free with 100 plugs for $11.98. W. Miss. R. add 75c per 50 plugs pstg. Zoysia Farm Nurseries TJ 9 Finksburg, Md.

MAILBOX SHOPPING

Delight your child with a cake of his very own. Little Angel Cake Pans bake individual angel food cakes—perfect size for children's parties. Clever for buffet serving, too. Sturdy aluminum, 3½" across top. 6 for $1. Downs & Co., Dept. T9, Evanston, Ill.

Treat yourself to a new-looking cape, stole or jacket fashioned from your old fur coat. Some of the 25 designs include hat, bag or muff. All receive new linings, cleaning, glazing. $22.95 plus postage. Write: Morton's, Dept. E8, 312 7th St., Washington, D.C.

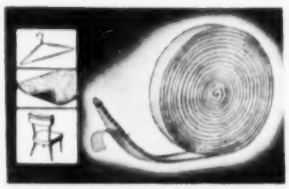
Copper collectors will prize this 3-way copper paper holder for its useful, compact design. Keeps towels, foil and waxed paper handy on wall in one place. Serrated edges, 13" long, $5.50 plus 25¢ postage. Amy Abbott, Dept. TJ, Box 306, Radio City, New York.

Cape Made From Old Fur Coat...$22.95

Have your old fur transformed into lovely new style Cape or Stole, with lining, interlining, monogram, scleaned, glazed, only $22.95. Write for brochure, 20 new styles many including Fur Headband, Muff, or Fur Tote-Bag. Or order from styles above. Mail us your old fur coat, state dress size, height. Pay when completed cape arrives. Morton's, Dept. 8-W, 312 Seventh St., N.W., Washington 4, D.C.

The Lord's Prayer

18K gold-plated, beautiful charm bracelet. 6 hearts, set with colored stones in prongs. Large heart has Lord's Prayer engraved in clear, distinct letters. 2 sizes—Junior Miss and Woman's. $1.25 each, postpaid. 10 day money refund if not fully satisfied. Also necklace, same style and quality, Lord's Prayer on pendant. $1.25 postpaid. Linn Taylor, 78 Neptune Avenue, Woodmere, N.Y.



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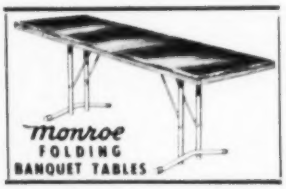

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Bypaths

What is so rare as a day in June?
That steak you ordered well-done.

September Mourn

My "baby" goes to school today;
For six long hours he'll be away,
While here at home alone I'll be—
Wheeeeeee!

Lois F. Pasley

• • •

Bumper crop: Pedestrians.

Glove Compartment

Where do we carry emergency rations?
A rattle for soothing infant passions?
Nickels for meters, pipe cleaners, matches,
Lipsticks, old road maps, first aid for scratches?

Where do we carry salt for a cook-out?
Tweezers for taking a small boy's fish hook out?
Where else to deposit sox
Or radioactive (it's possible!) rocks?

Where is a flashlight, a bar of used soap,
An ancient blossom of heliotrope?
A once-treasured feather of pigeon or dove?
In fact, where is everything else BUT A GLOVE?

—Maxine W. Kumin

Who *Really* Enjoys a Picnic?

The ants,
Perchance?

—Hal Chadwick

• • •

Some cannibals get their first taste of religion when they capture a missionary.

New Handbag

From outer view
You'd never guess
That inside there's
The same old mess!

—Glenn Pritchard

• • •

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Of loving without a heart attack.

—LeRoy Burke Meagher

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Money for your schools

Where will your town get the money to build new school rooms, and pay better salaries to more teachers?

Thousands of communities are wrestling with this problem, or soon will be faced with it.

We offer a suggestion.

At present taxpayers have to dig up about six and a half billion dollars a year to educate the nation's youngsters from 5 to 17 years of age.

By 1960 we are told that for school salaries and operating costs another four to six billions will be needed, and another fourteen billions will be needed for improved facilities.

* * *

Our suggestion is this: Get the Parent-Teacher Associations and everybody concerned with school to go to work for adoption of the Federal economies recommended in the Hoover Reports. Before you scoff at this solution read further.

If put into effect, these recommendations will cut the cost of the national Government by six billions a year—just about what the schools cost now. However, we're paying the present school bill already. So a six-billion annual Federal saving would roughly equal the cost of the increases now foreseeable; it also could pay a fair slice of the cost of new buildings. The Hoover Report also points out that seven billions could be returned to the Treasury if Uncle Sam were to sell a lot of property he owns needlessly and got himself out of certain lending activities. That seven billions equals half of the fourteen billion estimate of 1960 school building needs.

* * *

What we are saying here, of course, is that the heavy taxes levied by the Federal Government deprive local communities of tax resources with which to meet local needs. Far better than to ship money to Washington and then ship it back again as a Federal "aid" will be to leave the money at home in the first place. Those shipping costs are mighty high.

Affirmative action on the Hoover Commission's 314 specific recommendations could bring about the often-promised balanced budget. Then Federal taxes could be lowered. A start could be made at paying the national debt.

Those who wish to keep up and to improve their schools could become the most effective force in the country behind the Hoover proposals. They have in better schools a cause which no one can oppose. To support that cause their influence would exert tremendous power in favor of a most desirable national purpose. Without some such widespread popular support as school advocates can provide, special interests will defeat many of the Commission's economy suggestions.

* * *

You are familiar with your own school situation. Nationally, for every 72 pupils ten years ago we now have 100; will have 121 by 1960, and ten years from now we will have 136. The best protection freedom can have is a constantly better educated citizenry. The public schools must go forward.

Because schools stand among the most important of all purposes for which tax money must be spent, does it not seem logical to cut a few billions from the unnecessary Federal spending, and to keep the money at home where it can be better invested in education of the young folks?

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TUNE IN . . . TEXACO STAR THEATER starring JIMMY DURANTE or DONALD O'CONNOR on television, Saturday nights, NBC.

1. The fun-loving Bel Air Convertible 2. The versatile "Two-Ten" Handyman 3. The glamorous Bel Air Sport Coupe

Which one of these Chevrolet sport models would you rather have fun with?

Are you the type that likes to breeze along the open road on a bright summer day with nothing above between you and the blue? Do you like the sound of rain against a snug fabric top? If so, that Chevrolet Convertible in our picture is for you! No question about it. For here's a car that's as young in spirit as you are—and looks it! Even the smart all-vinyl interior is made to live outdoors.

But maybe you like a car that can carry anything from small fry to outboard motors with equal ease. That would be the "Two-Ten" Handyman Station Wagon you see over there (one of five Chevrolet wagons). Here's one car that's so versatile it practically makes you a two-car family all by itself. So low it sets a new height of fashion for station wagons! Practical? If the kids track sand inside, you can wash it out in a jiffy.

On the other hand, if you go for hardtops — and like 'em long, low and dashing — that Bel Air Sport Coupe in the background is just your dish. It's a "show car" from the word go!

Whichever Chevrolet you choose, you're bound to have the driving time of your life! You can't miss with Chevrolet's new 162-h.p. "Turbo-Fire V8" under the hood (180 h.p. is an extra-cost option in *all* V8 models), or with one of the two highest powered 6's in the low-price field. Your Chevrolet dealer is the man to see. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

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